

# DATA TALKS



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Data Talks

**Date**  
March 6, 2020

**Time:**  
10:30 - 13:30

**Location**  
Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

### 10:30 - 10:35

#### "Data Talks" Welcoming Remarks

**Welcome and Moderation:**

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

### 10:35 - 11:00

#### Data-Driven Business Models – Limited?

- Introductory dialogue on business models and how they work
- How to create added value with data

**Interview guest:**

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

**Interviewer:**

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

### 11:00 - 11:20

#### Multi-Platform-Network In Travel – Digital Enablers And Travel Of The Future

- The "Multi-Platform-Network approach" illustrates the aim to take Amadeus' core assets along the journey, introduce new platforms and connecting them systematically to create the digital operating system of travel.
- The goal is to create a digital seamless travel experience for the traveler by enabling the travel industry through a connected ecosystem of technology platforms and a partnership eco-system leading to a self-enforcing network effect mechanism.

**Speaker:**

[Monika Wiederhold](#), Managing Director, Amadeus Germany GmbH





**11:20 - 11:40**

## The Move From Digitization To Datafication

- Peakwork shows the relevant trends in data warehousing, data analysis and evaluation
- How can retrospective data analysis be used to predict future trends and develop new data-driven products and services?

**Keynote:**

[Joao Gonzaga](#), Chief Product und Technology Officer, Peakwork

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**11:45 - 12:30**

## Highly Recommended – Best Practice On Personalization

- Best case presentation "A picture is worth a thousand datapoints – gain customer insights by visualizing data"

**Moderated by:**

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

**Speakers:**

[Oliver Nökel](#), Founder / CEO, NumBirds GmbH

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**12:30 - 12:50**

## The Platformation Of Travel

- What has been the impact of platforms on the customer experience?
- What opportunities will it deliver to the travel industry?
- Where are we on the way to platformation and what can we expect for the future?

**Speaker:**

[Tom Fecke](#), Director Strategic Sales EMEA, Sabre

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**12:50 - 13:05**

## Ready For The Future? The Most Promising Trends In Travel Tech

- Which trends will affect the travel industry?
- How will AI improve your travel experience?
- What does that mean for the airline world?

**Speaker:**

[Olivier Krüger](#), CEO, Lufthansa Systems

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**13:05 - 13:30**

## Contemplating Wrap Up "Data Talks": The Future Of Travel Technology

**Moderated by:**

[Kevin May](#), Editor in Chief, PhocusWire

**Panel guests:**

[Olivier Krüger](#), CEO, Lufthansa Systems

[Andy Owen-Jones](#), Co-Founder & CEO, bd4travel

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