

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Event Details

### Conquer Your Data – Lessons In Delivering Real Impact For Your Hotel

Date	Time	Location
March 5, 2020	11:00 - 11:30	Hall 6.1, eTravel Stage

- In an ever-evolving digital landscape, today's hotelier must mine through more data than ever to understand how to activate their data and see a real impact on their business.
- Join us as we share examples of hoteliers who are conquering these problems in both the marketing and revenue management disciplines.
- Think personalization, loyalty, data modeling, gaming, digital personas, middleware, connectivity...all at your fingertips and ready for the taking

### Tags

[Technology](#) [Hospitality](#) [Revenue Management](#) [Trends](#) [Marketing](#)

### Speaker:

[Michael Bennett](#), Chief Marketing Officer, Cendyn

[Niels Mekenkamp](#), Director of Business Solutions, EMEA, Cendyn

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.