ITB MICE Forum

Date
March 4, 2020

Time:
10:45 - 14:45

Location
Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.
More information on the ITB MICE segment can also be found here: www.itb-convention.com/mice

10:45 - 11:00
Greeting
Speaker:
Bernd Fritzges, CEO, VDVO Association of Event Organisers

11:00 - 11:45
Success Factor Participant Experience – For Events That Inspire Their Target Group
- What are future meeting scenarios?
- What can digital and analog interaction look like?
- What types of participants are there?
- How can event participants be involved successfully?
- What are the most important research results from the "Future Meeting Space" project?

Speaker:
Matthias Schultze, Managing Director, GCB German Convention Bureau e.V.

12:00 - 12:45
CoCreate Your Event Value – But How?
- How does participation work?
- How much participation makes sense?
- How can participative formats be planned and implemented quickly and without much effort?
- How can the value and impact of events be increased?
- How can interactive formats be integrated into the booking process of the MICE portal platform?

Speakers:
Doreen Biskup, Vice President, VDVO Association of Event Organisers
Bernd Fritzges, CEO, VDVO Association of Event Organisers
13:00 - 13:45
**Personalization And Artificial Intelligence – Inspire Your Participants!**

- How can event participants be inspired over and over again?
- Which technologies are well suited to survive in the battle for participants?
- How can artificial intelligence help to use valuable participant information in such a way that they contribute to the long-term success of an event?

**Speaker:**
Michael Liebmann, Founder & Managing Director, doo

14:00 - 14:45
**Visitor Tracking – Optimize Your Event Concept With Digital Technologies!**

- Which digital methods are available to obtain data on the behavior of visitors at trade fairs and events?
- How does the customer journey at an event work?
- What are the important touch points?
- Which attractions are particularly popular and are visited the longest?
- Which offers are not used or not perceived?
- How can intelligent data evaluation contribute to the success of an event?

**Speaker:**
Prof. Dr. Cornelia Zanger, Marketing Department, TU Chemnitz

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**ITB MICE Forum**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 5, 2020</td>
<td>15:00 - 17:45</td>
<td>Convention Hall 7.1a, Auditorium New York 1</td>
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</tbody>
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Valuable know-how for MICE experts.

More information on the ITB MICE segment can also be found here: [www.itb-convention.com/mice](http://www.itb-convention.com/mice)

15:00 - 15:45
**New Work – What’s The Point?**

- The times when we were able to do the "job by the book" and were successful by management and process optimization alone are long gone - the times when the brilliant manager had to decide everything because he knew what was best are long gone as well.
- Why this is so and how companies have to work today in order to remain successful in the long term & sustainably, Friederike Euwens will explain to you in her lecture "New Work - what's the point?"

**Speaker:**
Friederike Euwens, New Work Facilitator
16:00 - 16:45
- Why is an agile approach to event management necessary?
- Agile values
- Agile principles
- Agile hacks
- Agile teams
Speaker: Colja Dams, CEO, VOK DAMS

17:00 - 17:45
When Crises Weld Together – Crisis Management Program Of visitBerlin Convention Partner
- In crisis situations, how can different trades work together in the best possible way?
- How does a city implement a professional crisis management program in the event of terrorist attacks, natural disasters and other cases of force majeure?
- How can the necessary resources be secured across companies?
Speaker: Bernd Wiedemann, Member of the Board, visitBerlin Convention Partner

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**ITB International MICE Forum**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 6, 2020</td>
<td>10:45 - 14:45</td>
<td>Convention Hall 7.1a, Auditorium New York 1</td>
</tr>
</tbody>
</table>

Hosted by:
Caleb Parker, Founder & Director, Bold

10:45 - 11:00
Greeting
Speakers:
Irina Graf, Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO
Caleb Parker, Founder & Director, Bold
11:00 - 11:45
New Work: Successful Event Planning With Remote Event Stakeholders

- How the trend of "new work" is impacting the event industry
- What online collaborative tools are available to support event planners and their stakeholders to coordinate their events remotely?
- How can event planners and their stakeholders build trust online with their suppliers when coordinating events remotely?
- How secure is the data shared on online collaborative tools?
- How important is a familiarization trip pre-event for seamless event planning, and whether familiarization trips can be replaced with accessing information online?
- How can event planners retain and share their knowledge from a familiarization trip or a past event with their team members, is there a way of storing such valuable knowledge?
- How can suppliers support event planners with remote event planning (e.g. - website, blog articles, case studies, video testimonials etc.)?

Moderated by:
Irina Graf, Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO
Panel guests:
Doreen Biskup, Vice President, VDVO Association of Event Organisers
Caleb Parker, Founder & Director, Bold

12:00 - 12:45
Influencer Events: From Creating Instagrammable Moments To Delivering ROI

- What is the difference between press vs influencer trip or event?
- What are the objectives of an influencer event?
- How can brands capture the attention of the busy, in demand influencers, is this possible only with monetary rewards?
- How can brands measure the ROI of an influencer event?
- How can brands create instagrammable moments at an event or trip for the influencers to share on social media?
- How necessary is briefing pre event or trip and what such briefing will include?
- Speakers will share tips for a successful influencer collaboration

Moderated by:
Caleb Parker, Founder & Director, Bold
Panel guests:
Florian Hill, CEO & Ideator, HillWIRED
Lisa Reinshagen, MICE PR Director, Lieb Management
Han Talbot, Project Manager, Traverse
13:00 - 13:45

Extending Event Lifecycle Beyond The Physical Event

- What are the key reasons for extending event life cycle of an event?
- What is an event lifecycle and how to create content for each stage of the customer journey?
- How to find the right balance between sharing educational content and doing event promotion?
- Who within the organization can coordinate the extension of event line cycle: Event manager, marketing teams, community manager?
- How to analyze and apply the data collected pre and post event into the physical event and use it as feedback?
- What is online community management and how it applies to extending event life cycle?
- What are the best practices and possible strategies for extending an event life cycle?

Moderated by:
Caleb Parker, Founder & Director, Bold

Panel guests:
Irina Graf, Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO
Sabrina Meyers, Director, Orchid Lily Events
Dr. James Morgan, Principal Lecturer in Event Design and Technology, University of Westminster, Founder, Event Tech Lab

14:00 - 14:45

Creating "Micro Moments" To Boost Attendee Engagement At Events

- Micro is defined as 'extremely small'. How can event planners relate this growing trend to the events industry?
- What ‘micro’ has to do with changing attendee needs and expectations from an event?
- At what stages of the event can micro moments boost attendee engagement, are these pre, during or after the event, and how?
- Can organizers integrate micro moments throughout the entire customer journey or only at the physical event to boost attendee engagement?
- How can event professionals create a series of micro-experiences at their events to maintain high attendee engagement at all times?
- Examples of micro moments will be shared

Speaker:
Kevin Jackson, Director of Ideas and Innovation, The Experience is the Marketing