

ITB MICE Forum



Date
March 6, 2019

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

How do we create events that move people more deeply? What role do analog touchpoints play in the age of the digital revolution? How can we meet the challenge of making corporate and brand messages at trade fairs and congresses user-friendly and exciting, instead of simply using trendy tools as a digital end in itself? How can the players in the meeting and event industry act in such a way that “creativity and know-how” gain value in the future? The VDVO will get to the bottom of these questions at the ITB MICE Forum on 6 and 7 March.

Hosted by:

[Mario Schmidt](http://www.schmidtfabrik.de), Moderator, www.schmidtfabrik.de

10:45 - 11:00

Greeting

Greetings:

[Bernd Fritzges](http://www.associationofeventplanners.de), CEO, Association of Event Planners e.V.

11:00 - 11:45

Keynote: Digitalism & Humanity: How Digital Transformation Is Making The Human Element More And More Important

We are living in breathtaking times in which the impossible seems to be becoming possible. We will change more in the next 30 years than we did in the last 200. When everything that can be digitalized is digitalized, the non-digitizable becomes more and more valuable: personality, relationships and meaning. We should become powerful thinkers about the future, for a valuable and meaningful human existence. We should fight for value-creating innovation. And above all, we should be agents for the people who, in times of multiple options and hyper-individualization, have a great longing for meaning, belonging and genuine relationships. And let us be visionaries who have the courage to use technology and bring benefits to people - not the other way around.

Speaker:

[Nicole Brandes](http://www.zukunftsinstitut.de), Intl. Management Coach, Author and Partner, Zukunftsinstitut

12:00 - 12:45

Participant Experience Design – How Do We Create Meetings Which Move People More Deeply?

Conferences, congresses and other meeting formats need to be scrutinized more frequently. Conference visits require time, money and effort, and often they fail to meet the participants’ needs and expectations. Although they hope for personal encounters, inspiring insights and profound learning experiences, participants wind up in meetings that follow tried and tested formulas; such meetings rarely focus on impact goals or communication concepts, not to mention the participants’ needs. In Participant Experience Design - How do we create meetings which move people more deeply? Felix Rundel presents basic attitudes and tools that can provide fresh approaches for planning and managing conferences. The focus is on the principles of meeting design, an orientation towards making events effective and a deeper engagement with the human aspect

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Kurzfristige Änderungen vorbehalten.

of each individual participant.

Speaker:

[Felix Rundel](#), Head of Programmes and International Development, Falling Walls Foundation

13:00 - 13:45

Meaningful Connections & Events

A look behind the scenes at the "PIRATE Summit" - Europe's craziest startup event. What was the original idea, how was it implemented and which tools helped grow the event from 200 to 1,000 people without losing sight of the core idea - the networking of entrepreneurs? What role do digital tools play, and what are other ways to authentically convey the context of an event?

Speaker:

[Till Ohrmann](#), Co-founder & CEO, PIRATE.global, CEO, Startup SAFARI

14:00 - 14:45

Live Goes Digital – Digital Goes Live

The event is dead, long live digital communication! Or: The event is alive, and it has never before been so lively and diverse. Which is true? Maybe both? Real experiences and shared moments still have the greatest significance for people – only real experiences create a lasting effect that every live event wants to produce. The use of digital technologies is the fertile soil which allows these "real" moments to take root: these moments become more effective and intense, and they're multiplied many times over, but technical means alone aren't enough. No tool, gadget or app can replace content and its staging. Only the efficient and targeted combination of both forms of communication will ultimately lead to success: bringing people and brands together.

Speaker:

[Detlef Wintzen](#), CEO, insglück Gesellschaft für Markeninszenierung mbH

ITB MICE Forum



Date
March 7, 2019

Time:
15:00 - 17:45

Location
Convention Hall 7.1a, Auditorium New York 1

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15:00 - 15:45**The Event Manager Ecosystem - How Event Managers Will Work In The Future**

The value of our event management efforts is not appreciated enough. Neither in terms of price nor recognition. In times in which booking processes have become standardized and digitalized, and artificial intelligence and Big Data make booking behavior predictable, the question – what is the value of creativity and know-how? – is becoming more important than ever for the players in the meeting and event industry. The question that arises is, how should the players in the meeting and event industry act in the future so that the resources of "creativity and know-how" increase in value without losing precious event quality?

Speaker:

[Doreen Biskup](#), Deputy Chairperson, Association of Event Planners e.V.

16:00 - 16:45**Protect Me From What I Want: The Digital Diet**

Mr. Mamczur will point out conflicting trends in digitalization. During his presentation, he will show why it is important to think long and hard about how to communicate issues, rather than thoughtlessly following every digital trend. He will illustrate the relevance of physical and authentic real networking within the exhibition industry by demonstrating industry-specific applications.

Speaker:

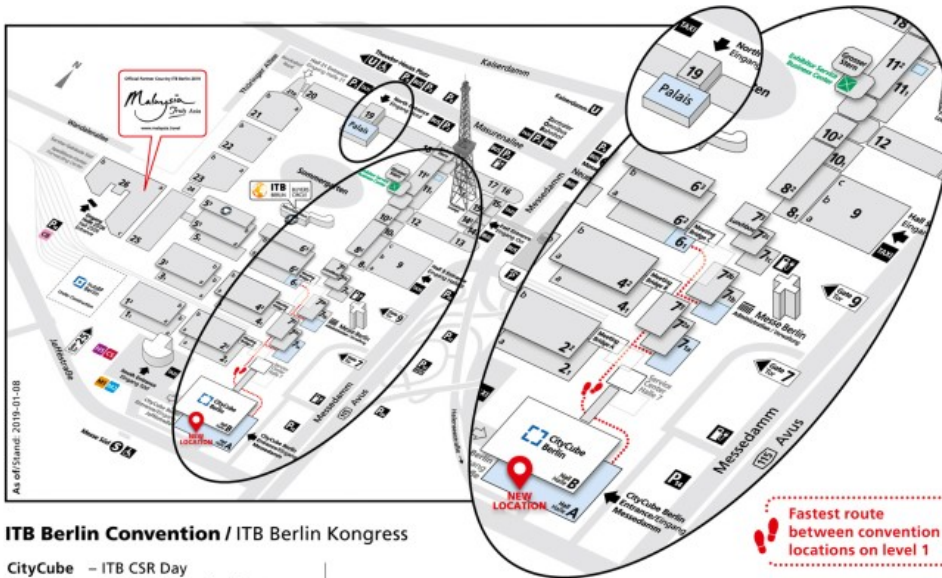
[Guido Mamczur](#), Brand Strategist, Visiting Professor and Author, Managing Director, D'art Design Gruppe GmbH

17:00 - 17:45**Experiencing And Letting Experiences Happen. From Trend To Experience**

Whoever doesn't experience anything is dead – or maybe not? This lecture offers insight into what lies behind the dazzling term "experience" and how it can be put to good use for events. Prof. Dr. Wunsch shows what and how people experience their experiences and how much experience an event participant truly needs.

Speaker:

[Prof. Dr. Ulrich Wunsch](#), Founding Rector, SRH Hochschule der populären Künste (hdpk)



ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- ITB CSR Day
 - ITB Deep Dive Sessions
 - ITB Destination Day 1
 - ITB Destination Day 2
 - ITB Experts Forum Wellness
 - ITB Future Day
 - ITB Marketing & Distribution Day
 - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

Contact

Please contact us for concerns or questions:

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