

eTravel Lab Day 2

Date	Time	Location
March 7, 2019	10:30 - 14:00	Hall 7.1b, eTravel Lab

Video marketing and AI are in the focus at eTravel Lab Day 2. Market insights and new products are shared by National Geographic, Hotelchamp, Urlaubsguru, SiteMinder, Cendyn and others.

Events

10:30 - 11:00

The Quest For More Direct Bookings – Why Are Your Guests Lost In The Customer Journey?

How do customers experience hotel websites and why do many leave without making a booking? Learn to fix your online presence using techniques mastered by OTAs, to keep people on site and complete a sale.

Speaker:

[Kristian Valk](#), Founder & CEO, Hotelchamp

Tags

[Hospitality](#) [Customer Journey](#) [OTA](#) [Sales](#)

11:00 - 11:30

Increasing Sales With Artificial Intelligence

Concrete action steps for technically inexperienced providers: Artificial intelligence can be used to make automated decisions, optimize workloads and increase sales potential.

Speaker:

[Lukas C. C. Hempel](#), Founder & Managing Director, bookingkit

Tags

[TTA Tours & Activities](#) [Automation](#) [Artificial Intelligence](#) [Sales](#)

11:30 - 12:00

Thumb-Stopping Social Storytelling

The daily consumption of huge amounts of data is creating a glut of information. Which stories can still manage to whet the appetite? Industry-leader National Geographic reveals best practices for social storytelling.

Speaker:

[Andrew Nelson](#), Director Editorial Projects, National Geographic Travel

Tags

[Storytelling](#) [Best Practice](#) [Social Media](#)

12:00 - 12:30

Utilizing YouTube As A Distribution And Marketing Tool

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Kurzfristige Änderungen vorbehalten.

Case studies from 2018-19 highlighting how to use YouTube to improve audience engagement, boost reach and SEO. A closer look at the internal SEO within YouTube and also the SEO benefits of embedded video content.

Speakers:

[Michael Collins](#), Founder & Managing Director, TravelMedia.ie

[Tom Otley](#), Editorial Director, Panacea Media

Tags

[Video Marketing](#) [SEO](#) [Distribution](#)

12:30 - 13:00

How Urlaubsguru Made It Into The Top 5 Of The Travel Industry

Interesting insights into the company's SEO and content marketing strategy. Loaded with tips and advice for beginners and advanced participants.

Speaker:

[Marco Lauerwald](#), Head of Online Marketing, UNIQ GmbH

Tags

[Startup](#) [SEO](#) [E-Commerce](#) [Content](#)

13:00 - 13:30

From Hotel Brand To Personal Brand

Has the growing sophistication of travellers made them all the more elusive? In a world of endless choice, the only brand that matters is the guest's. And, it demands a hotel's undivided attention. Join SiteMinder's panel discussion to explore the rise of the Experience economy and the demands being placed on all players within hospitality.

Panel guests:

[Clemens Fisch](#), Regional Manager DACH, SiteMinder

[Michael Menzel](#), Chief Revenue Officer, TrustYou

Tags

[Marketing](#) [Hospitality](#) [Customer Behavior](#)

13:30 - 14:00

Data Science Boot Camp For Hoteliers

This session walks hoteliers through the key data segments and techniques they can use to make smarter business decisions and apply actual intelligence to their revenue generation programs. Learn the fundamental skills of working with data sets and walk away with a data science tool kit and a game plan.

Speaker:

[Nicola Graham](#), Director of Marketing, International, Cendyn

Tags

[Marketing](#) [Hospitality](#) [Revenue Management](#) [Big Data](#) [Artificial Intelligence](#)

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