

## eTravel Lab Day 1

Date	Time	Location
March 6, 2019	10:30 - 14:00	Hall 7.1b, eTravel Lab

On the first day of eTravel Lab, Payment Solutions for the travel industry will be discussed with Wirecard and Amazon Pay. Andre Morys will fascinate the audience with his thought-provoking impulses concerning "The Power of Conversion" before the first TTA Forum will open its doors in the afternoon.

### Events

**10:30 - 11:00**

#### Alexa, It's Time For Vacation!

Smart assistants are defining the travel experience of the future. Whether in voice dialogue with home speakers and smartphones or via chat in live chats and messenger apps: A constant dialogue with today's digitally empowered traveler will become tomorrow's key to success for travel providers.

**Speakers:**

[Thorsten Reitz](#), Manager Digital Sales Platform, TUI Deutschland GmbH

[Nico Wohlgemuth](#), Vice Chairman, BVDW Fokusgruppe Mobile, Managing Partner, DAYONE

**Tags**

[Voice Recognition](#) [Chat Bot](#)

**11:00 - 11:30**

#### How Online Payment Trends Are Impacting The Travel Industry

Best Case Study on the integration of Chinese payment methods in order to achieve sustainable sales growth.

**Speaker:**

[Jörg Möller](#), Managing Director, Wirecard

**Tags**

[Payment](#) [China](#) [Conversion Rate](#) [Customer Behavior](#) [Mobile Payment](#)

**11:30 - 12:00**

#### Rethinking Convenience For The Connected Traveler

Increase your purchase completion rate, grow your business, streamline operations and build trust. How Amazon optimizes the checkout experience.

**Speaker:**

[Thomas Gmelch](#), Head of Travel & Mobility, Amazon Pay

**Tags**

[Payment](#) [Conversion Rate](#) [Mobile Payment](#)

**12:00 - 12:30**

#### The 12 Things You Need To Know About Airfare & Hotel Prices

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

Learn when and where airfare and hotel prices are the most volatile. A recent study reveals supplier-pricing behaviors that every corporate travel manager should know about.

**Speaker:**

[Bruce Hanna](#), General Manager EMEA, Yapta

**Tags**

[Hospitality Pricing](#) [Technology Studies](#) [Aviation](#)

---

**12:30 - 13:00**

## Are you ready for the future? How to level up your influencer marketing

Work with influencers? Great. Here's how you can do it better. From finding the right influencer to attracting the kind of traveler most compatible with your brand, Lisa Binderberger shares best practices and where the travel & tourism industry is headed in 2019 and beyond.

**Speaker:**

[Binderberger Lisa](#), CEO & Founder, Boom Creative Lab GmbH

**Tags**

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

---

**13:00 - 13:30**

## Chatbots – Your Hotel's Answer To Impacts Of Global Travel Trends And Language Barriers

Millennials are forcing hotels to change their old ways of thinking. As part of the service flow, chatbots can conquer language barriers and provide exceptional, personalized experiences.

**Speaker:**

[Alexander Wessels](#), Executive Director, SABA Hospitality

**Tags**

[Bot](#) [Voice Recognition](#) [Hospitality](#) [Audio Chat](#)

---

**13:30 - 14:00**

## Social Media, Conversational Platforms And AI: How To Make The Smartest Combination Between Technology And Human?

How can social media contribute to customer relations? Learn more about multichannel strategies and how AI is able to support customer services.

**Speaker:**

[Romain Cuisinier](#), Head of Social Marketing, Air France

**Tags**

[Social Media](#) [CRM](#) [Artificial Intelligence](#) [Channel Management](#) [Aviation](#)

---

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019

