

ITB MICE Forum

Date	Time	Location
March 7, 2019	15:00 - 17:45	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](#), Moderator, www.schmidtfabrik.de

Events

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

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Kurzfristige Änderungen vorbehalten.

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)

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