

ITB Business Travel Forum

Date	Time	Location
March 7, 2019	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1



Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: www.itb-convention.com/businesstravel

This year's focus: **Smart mobility concepts of the future**

With predictive analysis and the use of artificial intelligence, business travel processes become more efficient and companies more effective. The Business Travel Forum provides insights into practical applications and concepts of market leaders and start-ups. Learn how innovative approaches are revolutionizing business mobility. In addition to what is technically feasible, the focus will also be on the concrete benefits for travelers. Our keywords are: innovative sharing concepts, urban change, traveler centricity and mixed reality.

Events

10:45 - 11:00

Welcome

Speaker:

[Christoph Carnier](#), Senior Director - Head of Procurement Category Travel, Fleet & Events, Merck, VDR Board Member

11:00 - 11:45

Mixed Reality Meets Business Travel – How Mixed Reality Is Already Creating Added Value Today

For several years now, the VDR has been working on holography, augmented/mixed reality and exploring the medium and long term impact on business mobility. Will we travel less but more consciously in the near future? Find out what is already possible today and what will be possible in the near future.

Moderated by:

[Christian Rosenbaum](#), Manager Strategic Relations, i:FAO Group

Panel guests:

[Dennis Ahrens](#), Business Solution Manager Business Innovation & Mixed Reality, Zühlke Engineering GmbH

[Jürgen Loschelder](#), Head of global Travel Management, thyssenkrupp AG

12:00 - 12:45

Traveler Centricity: Who's Traveling?

The different behavior of travelers and how to use it for a strategic travel management.

Speaker:

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EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

[Katharina Turlo](#), Senior Director Program Management Central Europe, CWT Carlson Wagonlit Travel

13:00 - 13:45

Sharing Economy: Experience With Airbnb For Work Of Travel Managers From Three Countries

The participants in this discussion have all included Airbnb for Work in their travel programs and share their experiences. Who uses alternative accommodations for what kind of trip? How can Airbnb for Work be integrated into existing programs? What were the hurdles to implementation? Look forward to an enlightening discussion with room for your questions.

Moderated by:

[Ludger Bals](#), Owner, Innovative Business Concepts

Panel guests:

[Thorsten Eicke](#), Vice President Category Global Mobility Services, Siemens AG

[Emilie Nas de Tourris](#), Senior Global Travel Manager, Criteo

[Stefan Vorndran](#), Managing Director, Europcar Germany

14:00 - 14:45

GBTA Corporate Travel Industry Trends

Based on GBTA research this session will provide an outlook for the business travel industry and overview of the latest trends and insights.

Speaker:

[Catherine Logan](#), Regional Vice President – EMEA, GBTA

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