

## Event Details

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

Date	Time	Location
March 6, 2019	12:30 - 13:00	Hall 7.1b, eTravel Lab

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.

Influencer Customer Behavior Marketing

#### Speaker:

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