

Prof. Dr. Ulrich Wunsch

Prof. Dr. Ulrich Wunsch - Founding Rector of the SRH Hochschule der populären Künste (hdpk) in Berlin, previously Professor for Event Communication at the International University of Applied Sciences Bad Honnef-Bonn. Media scholar, Germanist, psychologist. Journalist for print, radio and TV. Former member of the management board of a Europe-wide event agency. Theater dramaturg and director. Founder and Managing Director of: "SABAA.education – Foundation Education for Sub-Saharan Africa" (www.sabaa.education).

Partner of the research project "Culture of Events and Sustainability"; author and speaker at congresses. Member of the Board for International Event Management Standards & Competency Framework of the Canadian Tourism Human Resource Council. Systemic consultant.

Research interest: Events as media-aesthetic phenomena; experience design, events in virtual space; qualitative evaluation of events; sustainability and communication, aesthetics of sustainability.

Publications on topics including: events as communication, project management, event design, event aesthetics.

Contact data

Prof. Dr. Ulrich Wunsch

Founding Rector
SRH Hochschule der populären Künste (hdpk)



Event

[Experiencing And Letting Experiences Happen. From Trend To Experience](#)

Thursday, March 7, 2019, 17.00 - 17.45

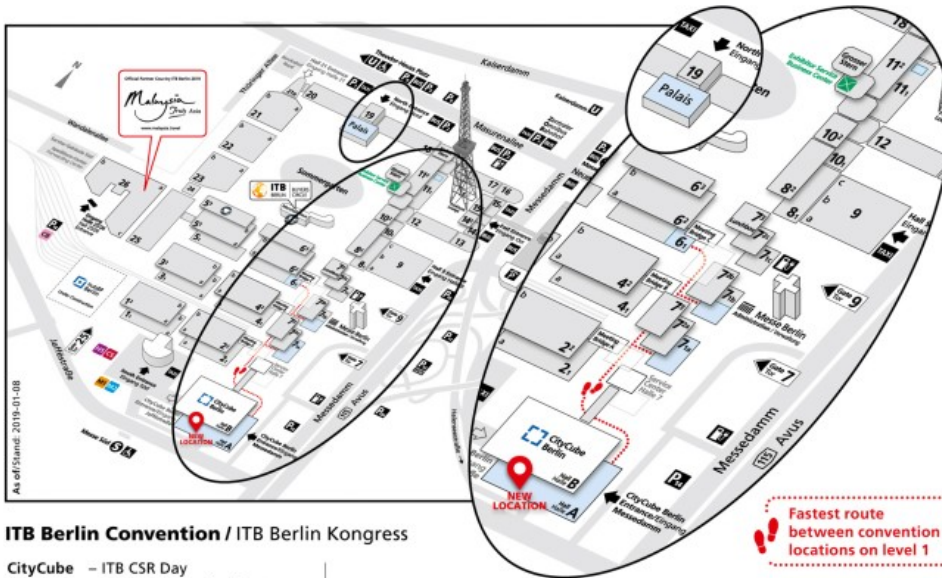
Convention Hall 7.1a, Auditorium New York 1

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019





ITB Berlin Convention / ITB Berlin Kongress

ITB CityCube

Hall A



- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

6.1 – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

7.1b – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

Palais – ITB Convention Awards

Contact

Please contact us for concerns or questions:

Convention Organisation

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Scientific Management ITB Berlin Convention

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IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.