

DATA TALKS



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

Data Talks

Date
March 6, 2020

Time:
10:30 - 13:30

Location
Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

10:30 - 10:35

"Data Talks" Welcoming Remarks

Welcome and Moderation:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

10:35 - 11:00

Data-Driven Business Models – Limited?

- Introductory dialogue on business models and how they work
- How to create added value with data

Interview guest:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Interviewer:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

11:00 - 11:20

Multi-Platform-Network In Travel – Digital Enablers And Travel Of The Future

- The "Multi-Platform-Network approach" illustrates the aim to take Amadeus' core assets along the journey, introduce new platforms and connecting them systematically to create the digital operating system of travel.
- The goal is to create a digital seamless travel experience for the traveler by enabling the travel industry through a connected ecosystem of technology platforms and a partnership eco-system leading to a self-enforcing network effect mechanism.

Speaker:

[Monika Wiederhold](#), Managing Director, Amadeus Germany GmbH

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11:20 - 11:40

The Move From Digitization To Datafication

- Peakwork shows the relevant trends in data warehousing, data analysis and evaluation
- How can retrospective data analysis be used to predict future trends and develop new data-driven products and services?

Keynote:

[Joao Gonzaga](#), Chief Product und Technology Officer, Peakwork

11:45 - 12:30

Highly Recommended – Best Practice On Personalization

- Best case presentation "A picture is worth a thousand datapoints – gain customer insights by visualizing data"

Moderated by:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

Speakers:

[Oliver Nökel](#), Founder / CEO, NumBirds GmbH

12:30 - 12:50

The Platformation Of Travel

- What has been the impact of platforms on the customer experience?
- What opportunities will it deliver to the travel industry?
- Where are we on the way to platformation and what can we expect for the future?

Speaker:

[Tom Fecke](#), Director Strategic Sales EMEA, Sabre

12:50 - 13:05

Ready For The Future? The Most Promising Trends In Travel Tech

- Which trends will affect the travel industry?
- How will AI improve your travel experience?
- What does that mean for the airline world?

Speaker:

[Olivier Krüger](#), CEO, Lufthansa Systems

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13:05 - 13:30

Contemplating Wrap Up "Data Talks": The Future Of Travel Technology

Moderated by:

[Kevin May](#), Editor in Chief, PhocusWire

Panel guests:

[Olivier Krüger](#), CEO, Lufthansa Systems

[Andy Owen-Jones](#), Co-Founder & CEO, bd4travel

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