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
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:
João 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
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