

## eTravel Stage Day 1

Date	Time:	Location
March 4, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news on payment solutions; focus on super apps and chatbots; current insights on digitisation in tourism from Switzerland and Germany. Detailed event descriptions will be available here shortly.

**10:30 - 11:00****How The Website Becomes A Personal Travel Advisor**

- Personalization in the travel industry (travel types, destinations, etc.)
- Travel recommendations with relevance for users
- Improving user experience through geo-targeting
- Addressing new and returning customers

**Presentations:**

[Markus Fröhlich](#), Chief Sales Officer (CSO), trbo GmbH

**11:00 - 11:30****The Value Of An Automated And Individual Dialogue**

- The hotel or holiday region as a second home. The guest loyalty and continuity is at the top of the agenda for hoteliers and tourism managers.
- The way to a completed booking depends also on the virtuoso handling of customer data. The industry is faced with the challenge of handling personal data in compliance with DSGVO and developing industryspecific customer loyalty programmes.
- Which strategies can companies in the hotel and tourism industry use to sustainably increase the loyalty of their guests via marketing automation?
- The speakers will show how the knowledge from existing data can be used to increase data quality and transform a satisfied guest into a loyal, returning guest through individualized communication

**Speaker:**

[Prof. Dr. Sandra Bayer](#), Managing Director, Anker & Alpen Consulting GmbH

[Jörn Bittner](#), Senior Consultant, Consultix GmbH

**11:30 - 12:00****Payments: The New Data Source**

- More than mere data transfer—electronic payment and its benefits
- The potential for Europe: What we can learn from China, the payment leader
- How data can significantly improve your opportunities

**Speaker:**

[Jörg Möller](#), Executive Vice President Sales Travel & Mobility, Wirecard

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**12:00 - 12:30**

## Convert Cash Reliant, Offline Customers Through Online Channels

- Converting target groups mainly reliant on cash through state-of-the art online payment technology e.g. low income customers; safety conscious customers; students/teens; Visiting friends and relatives
- Best Practices from airlines and travel agencies using the payment technology

**Speaker:**

[Florian Oberle](#), Director Sales & Business Development, Barzahlen.de / Cash Payment Solutions GmbH

**12:30 - 13:00**

## Vacation Rental Management Has Never Been Easier – Chatbots, Your Virtual Host

- Learn how you can save time by automating communication
- It's easy to provide hassle free access to information and recommendations
- Understand how to eliminate guest frustration and improve the online ranking
- Enhance the guest stay by curating a local experience

**Speaker:**

[Alexander Wessels](#), Executive Director - Partnerships, SABA Hospitality Technology Solutions

**13:00 - 14:00**

## Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: Splyt, Stasher and World Around Me

**Moderated by:**

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

**Speaker:**

[Anthony Collias](#), CCO and Co-founder, Stasher

[Lukas Neckermann](#), Chief Strategist, Splyt

[Tarun Sainani](#), CEO, World Around Me GmbH

**14:00 - 14:30**

## How To Engage With Your Chinese Visitors And Achieve The Best Customer Journey

- 220 million Chinese tourists will travel outside China
- How are you going to engage with your Chinese visitors and provide them a unique customer journey?
- Experiences and learnings about how you can connect to your Chinese tourists
- Get inspired on what's possible with customer journeys within WeChat

**Speaker:**

[Eric Mencke](#), Regional Director, WeGoEU

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**14:30 - 15:00**

## Next Level Guest Communication - Getting Ready For The Future Of Conversational AI In Hospitality

- The state of chatbots & voice bots
- good use cases in hospitality and travel today
- outlook on how the technology will further evolve and impact the industry

**Speaker:**

[Olga Heuser](#), Co-Founder, CEO, DialogShift GmbH

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**15:00 - 15:30**

## More Direct Bookings Through Affiliate Partners

- What is Affiliate Marketing and which partner models are there especially for the travel industry?
- What do you need to consider when working with affiliate partners?
- Practical tips for more direct bookings and best practice examples

**Speaker:**

[Malte Hannig](#), Supervising Senior Affiliate Manager, xpose360 GmbH

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**15:30 - 16:00**

## Influencer Management Against Overtourism

- Overtourism in Switzerland due to influencers?
- Influencer management as a solution
- One central instrument: Switzerland Tourism Influencer Summit
- Findings and lessons learned

**Speaker:**

[Markus Berger](#), Head of Corporate Communications / Media Spokesperson, Schweiz Tourismus

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**16:00 - 16:30**

## How Digital Are German Destinations?

- Presentation of a survey of 420 tourism organisations, carried out in 2019 in cooperation with the DTV, on the status quo of the implementation of "digitisation" in companies and destinations.
- Insights into the implementation of technology (chatbots, AR, VR, WLAN etc)
- Marketing tools (APPs, social media etc.)
- Processes (AGs, management tools, etc.)
- Obstacles and training needs

**Speaker:**

[Dr. Alexander Schuler](#), Managing Director, BTE Tourismus- und Regionalberatung Partnerschaftsgesellschaft mbB

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**16:30 - 17:00**

## Corporate Startup - A Success Story For The Travel Industry?

- Advantages and disadvantages of a Corporate Startup
- Learnings from two years PINCAMP powered by ADAC
- milestones

**Speaker:**

[Uwe Frers](#), Managing Director, ADAC Camping GmbH

**17:00 - 17:30**

## How The Platform Economy Disrupts Indian Tourism

- Study: platformization of tourism in India and the development impacts of travel platform
- Online platforms have become crucial in supporting decisions about travel-worthy destinations, changing the way consumers make travel decisions
- But within the ecosystem, there seem to be highly uneven outcomes for smaller and marginal players who are dependent on platforms

**Speaker:**

[Deepti Bharthur](#), Senior Research Associate, IT for Change

**17:30 - 18:00**

## New Work: How Machines And Humans Work Together

- The future of tourism has been a network company without an office since the end of 2013.
- Which digital tools are used?
- How do you implement large projects?
- How does this work on a personal level? A concrete best-practice example of New Work with insights behind the scenes.

**Speaker:**

[Catharina Fischer](#), Network partner / Consultant, Tourismus Zukunft

[Kristine Honig](#), Network partner / Consultant, Tourismus Zukunft – Realizing Progress

## eTravel Stage Day 2

Date	Time:	Location
March 5, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news from the hospitality tech sector. Furthermore, focus on smart mobility, startups and news on AI & voice marketing. Also examples for TikTok in the marketing mix. Detailed descriptions of all individual events will soon be available here.

**10:30 - 11:00**

## Travel Trends 2020 And The Super App

- In Travelport's most comprehensive report ever, the experts look at where mobile travel is going in the next 12 months and how travel agencies can use these insights to shape their travel brand's 2020 mobile strategy.
- One of the most interesting trends in mobile is the "Super App" – an all-in-one experience in only one app.
- Damiano Sabatino is talking about the Super App, how it will improve the mobile travel experience and what hyperconnected travelers are expecting in future.

**Speaker:**

[Damiano Sabatino](#), Vice President, Managing Director Account Management Europe, Travelport

**11:00 - 11:30**

## Conquer Your Data – Lessons In Delivering Real Impact For Your Hotel

- In an ever-evolving digital landscape, today's hotelier must mine through more data than ever to understand how to activate their data and see a real impact on their business.
- Join us as we share examples of hoteliers who are conquering these problems in both the marketing and revenue management disciplines.
- Think personalization, loyalty, data modeling, gaming, digital personas, middleware, connectivity...all at your fingertips and ready for the taking

**Speaker:**

[Michael Bennett](#), Chief Marketing Officer, Cendyn

[Niels Mekenkamp](#), Director of Business Solutions, EMEA, Cendyn

**11:30 - 12:00**

## The New Era Of Hotel Distribution And Why Guest Knowledge Is Power

- Recognise the macro shift happening within the global hotel industry, from distribution guesswork to deep intelligence
- Learn why informed decision-making is critical to every hotel's online marketing and sales strategy
- Understand the role that factors such as pricing continue to play in every traveller's booking journey, and how hotels can gain greater success online
- Be among the first in the world to preview the latest evolution in SiteMinder's platform, which levels the playing field for hotels once more

**Speaker:**

[Clemens Fisch](#), Regional Director EMEA, SiteMinder

[Inga Latham](#), Chief Product Officer, SiteMinder

**12:00 - 12:30**

## Revenue Beyond 2020: The Way Forward For Hospitality Brands

"Revenue beyond 2020 answers three critical questions for the next decade that will be at the center of identifying new revenue opportunities for hospitality:"

- What are hospitality leaders telling us about the future of distribution?
- Will mid-sized hotels continue to drive growth in the coming decade?
- Will revenue managers be able to overcome the information overload?

**Speaker:**

[Mark Haywood](#), Senior Vice President, Head of Europe, RateGain

**12:30 - 13:00**

## Making Sense Of Scale: Operations Data To Develop Big Picture Perspective

- Introducing ALICE: what is a hotel operations platform?
- How an operations platform lets you see any micro-moment of a guest or staff interaction
- Operations data highlights guest service and operational trends at a macro level
- Access to tangible data (daily, weekly, monthly, annually), gives hoteliers actionable insight to improve guest service and a hotel's bottom line

**Speaker:**

[Colin Barnett](#), Senior Regional Sales Director for EMEA, ALICE

**13:00 - 14:00**

## Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: CheckIn, Mindsay and Questo

**Moderated by:**

[Dirk Rogl](#), Advisor, Strategic Communicator, Rogl Consult

**Speaker:**

[Antonio Bustamante](#), Founder, CEO, CheckIn

[Alex Govoreanu](#), Co-founder, CEO, Questo

[Guillaume Laporte](#), Co-founder, CEO, Mindsay

**14:00 - 14:30**

## **Socialbnb - How A Startup Wants To Make Travel Sustainable**

- Socialbnb connects tourists with social and ecological aid organizations (NGOs) around the world. In this way, the Start Up opens up a completely new group of people for tourism: What challenges arise in the cooperation with aid organizations? How can we create a tourism from which all sides benefit? How can the local population be better integrated, so that tourism is not seen as a necessary evil but as an opportunity.
- The origin of the idea of Socialbnb - How the construction of a small school in Cambodia became a worldwide tourism platform.
- Sustainability is also important in the tourism industry: How to deal with this trend? What does sustainability actually mean for a tourist? What can sustainable tourism look like?
- What role does a local and authentic experience play for young travelers and how can this target group best be reached?

**Speaker:**

[Alexander Haufschild](#), Chief Marketing Officer, Socialbnb

[Nils Lohmann](#), CEO, Socialbnb

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**14:30 - 15:00**

## **Urban Tourist Mobility: The Future Of Sightseeing In Cities**

- Electric scooters became legal in Germany in 2019. Tourists adopted them quickly, how will this change sightseeing in the coming years?
- Autonomous vehicles such as self driving cars - when are they coming and what will this mean for vehicle based sightseeing
- A look at early autonomous sightseeing vehicle designs, including those operating today or at concept stage
- Feedback from early customer experience trials. Will customers want these new vehicles?

**Speaker:**

[Alex Bainbridge](#), CEO & CTO, Autoura

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**15:00 - 15:30**

## **Ethics Can Control Digitization – Should There Be A Limit For Algorithms In Tourism?**

- Coping with visitor masses - pilot systems vs. laissez-faire
- Data transparency vs. smart data personalization
- Do tour operators and destinations need an ethical policy?
- How to sync the technically feasible with the morally desirable

**Speaker:**

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, curiopia

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**15:30 - 16:00**

## TikTok – A New Craze In The Tourism Tool Box

- TikTok is the trend platform of the year for many and is considered the latest must-have app. No wonder: 5.5 million Germans already use TikTok every month and they spend about 50 minutes a day in the app.
- So is it worthwhile for tourism marketers to take a closer look at TikTok? We show how tourism players can use TikTok in their marketing mix.
- Find out by means of case studies which possibilities the app offers to reach more than Generation Z and to build up a close customer relationship.

### Speaker:

[Ulrike Katz](#), Managing Director, justZARGEScommunicate!

**16:00 - 17:00**

## It's The Location, Stupid: The Best Habitats For Startups

- Hands-on experience from different parts of the world
- peer-reviewed pros and cons for successful ventures
- newcomers and investors share their expectations
- Followed by an open Q & A Session and a networking event sponsored by Travelport> Start-ups welcome!

### Moderated by:

[Alexander Trieb](#), General Partner, ennea capital partners GmbH

### Panel guests:

[Dr. Thomas Bodmer](#), CEO, Co-founder, Next Floor

[Brian Marrinan](#), Co-Pilot, Propeller Shannon

[Laurent Queige](#), Director, Welcome City Lab

[Tim Schwichtenberg](#), Senior Investment Analyst, Deutsche Bahn Digital Ventures GmbH

### Q&A:

[Beat Blaser](#), Managing Partner & Co-Founder, Falkensteiner Ventures AG

**17:00 - 17:30**

## Alexa, Where Are We Going? & The Hot Chair: Sleeping With The Enemy

- Short lecture about intelligent personal assistants and their importance for tourism. What can the language assistants do and what not (yet)? How reliable and helpful is the communication in human language with the disruptive software
- The hot seat: Sleeping with the Enemy Those who voluntarily bug their homes and offices give up all privacy. Or is this fear of Alexa, Cortana, Siri & Co. exaggerated? We talk turkey

### Interviewer:

[Gerd Otto-Rieke](#), ITB eTravel-Team

### Speaker and Interview Guest:

[Ralf Eggert](#), CEO, Travello GmbH

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**17:30 - 18:00**

## Zero Friction Future With Facebook

- Friction is one of the biggest threat to businesses today as consumer expectations continue to rise with the pace of technology
- Danger of frictional losses is increasing, as the customer journey is often very fragmented
- Learn from Facebook about their vision of a Zero Friction future and how consumers engage with travel brands on their platforms

**Speaker:**

[Jan Starcke](#), Travel Industry Lead, Facebook

## eTravel Stage Day 3

Date	Time:	Location
March 6, 2020	10:30 - 17:00	Hall 6.1, eTravel Stage

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c. Detailed descriptions of all individual events will soon be available here.

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c

**10:30 - 11:00**

## Mobile Check-In And Self-Check-In. Meet Your Customer And Kill Your Intermediary

- The Check-in process. Past, present and future.
- The Guest experience. How a good first impression really counts.
- The Mobile Check-in. How to meet the most different needs, everywhere, following a smooth and compliant practice.

**Speaker:**

[David Senar Julia](#), Senior Consultant, PassportScan

**11:00 - 11:30**

## Managing Geodata In The Cloud

- Manage trip details / routes in the cloud
- Have your own navigation app to protect your precious data
- Provide your customers with customised trip information on their smartphones
- Decrease your costs to prepare and manage trip guidebooks
- Why protecting your data will protect your business

**Speaker:**

[Jochen Schneider](#), CEO, Schneider Geo GmbH

**11:30 - 12:00**

## Product Launch: Unveiling Fair Trade Travel

- Decentralized tools for end travellers and travel businesses
- Fixing travel distribution with aggregated direct bookings

**Speaker:**

[Maksim Izmaylov](#), CEO & Founder, Winding Tree

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**12:00 - 12:30**

## EasyGDS - An Online Travel Agency Booking Platform

- Developed to address the needs of Travel Agents.
- Providing travel agent with everything they need to go online within a short period of time.
- Covering the full range of travel products including flights, hotels, car rentals, tours & activities and airport transfers.
- Travel Agents will make a total profit from each transaction.
- Saas model with no hidden costs

**Speaker:**

[Sean Leong](#), Business Development Manager, GoQuo

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**12:30 - 13:00**

## Smart Tourism - Digital Visitor's Tax And Registration Form

- Increase of incentives for visitor's tax honesty (Convenient payment via app, linking with benefits, consideration of discounts, annual spa tickets, groups)
- Simplified processing for hosts (simple processing of the registration form - directly by the guest)
- Local tax management for the municipality (Daily guest recording, automatic provision of visitor's tax data, simplified controls)
- Additional low-cost, low-scatter loss sales channel for the regional economy

**Speaker:**

[Björn Leif Faltis](#), Projectmanagement, Guide 2 GmbH

[Thomas Holst](#), Geschäftsentwicklung / CBDO, Guide2 GmbH

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**13:00 - 14:00**

## Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: Mamis Travel Guide, Tutaka GmbH and Zelt zu Hause

**Moderated by:**

[Michael Buller](#), Chairman, VIR - Association of Internet Travel Marketing

**Speaker:**

[Alexandra Herget](#), Co-Founder, TUTAKA GmbH

[Nina Heyder](#), Founder, ZeltzuHause

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[Laetitia Hörnler](#), CEO, mamis travelguide

**14:00 - 15:00**

## Listen Up! Podcast As Part Of The Ecommerce Strategy

- Introduction keynote from Spotify
- What are the advantages of podcasts?
- Earned, paid, owned. How do I find out if podcasts are worthwhile in my marketing mix?
- Experience: How do you ensure sufficient information and entertainment value

### Moderated by:

[Daniel Sprügel](#), Founder, Maniac Studios

### Panel guests:

[Teresa Baumgarten](#), Marketing Manager ITB Berlin, ITB Berlin

[Jens Behler](#), Head of Department Digital Communication, Deutscher Olympischer Sportbund

[Adrian Klie](#), Podcaster, Welttournee - der Reisepodcast

[Christoph Streicher](#), Podcaster, Welttournee - der Reisepodcast

### Speakers & Panel guests:

[Katia Yakovleva](#), Head of DE Strategic Accounts, Spotify

**15:00 - 15:30**

## Using Brand Serps To Optimise Your Digital Ecosystem

- What is a brand SERP (Search Engine Result Pages)? (Hint: it is what appears when someone Googles your brand name?)
- Why your brand SERP is essential to your bottom line
- What is your Digital Ecosystem? (Hint: it is vast .... and vital)
- How your digital ecosystem affects your core business
- How to use Brand SERPs to optimise your Digital Ecosystem
- How this will boost your digital strategy and improve your bottom line

### Speaker:

[Jason Barnard](#), Founder, Kalicube

**15:30 - 16:00**

## AI Meets Paradise: How Jamaica Boosts Tourism Using State Of The Art Technologies

- Power of Big Data: unlocking potential of a Destination through a holistic analysis of Data Insights.
- AI and Digital Advertising: reaching a right person, with a right message, in a right moment of time.
- Interplay of Big Data and Digital Advertising: converting incremental visitors to a Destination and maximizing revenues.

### Speaker:

[Ivan Kusalic](#), Chief Technology Officer, travel audience, an Amadeus Company

[Donovan White](#), Director of Tourism, Jamaica Tourist Board

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**16:00 - 17:00**

## VR Lab Goes ETravel World

- The ITB Virtual Reality Lab in Hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the tourism and marketing sector.
- As the grand finale of eTravel World, suppliers on the eTravel Stage will report on their products in a user-oriented way
- Q&A and exchange of experience with interested trade visitors

**Speaker:**

[Jan Dolezal](#), CEO, SmartGuide

[Josh Ellison](#), Co-founder, Jump To

[Michael Lehnert](#), Director Sales and Marketing, SENSAPÉ

[Laura Olin](#), COO & Partner, ZOAN

[Marco Rossi](#), Business Development Manager, Aeronike

## eTravel Stage Day 4

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 6.1, eTravel Stage

Sessions held in German without translation

**11:00 - 12:00**

## Digital Marketing Automation

- Basics Digital customer acquisition - What is important when you want to inspire people online? How can a way online from the prospect to the customer look like?
- Inventory - Which processes exist in the companies of the participants that can be automated and scaled with simple means
- Setting up an email tool - How do you set up an email tool to automate and scale processes in your organization?
- Inbound Marketing - How can you automatically introduce new prospects to your company and get them to contact your company?

**Speaker:**

[Marko Tomicic](#), CEO, AFM Media GmbH

**12:00 - 13:00**

## Digital Customer Acquisition

- Stocktaking - What could have been better done online in the past?
- Fine-tuning of the message & target group - Who can you reach best and easiest online?
- Reaching out - How can you make relevant users take notice of you and become your fans in no time?
- Revenue-generating measures - Which "next steps" are the most sensible for you to incorporate revenue in the short, medium and long term?

**Speaker:**

[Marko Tomicic](#), CEO, AFM Media GmbH

**13:00 - 14:00**

## Social Media Marketing

- Which social media channels are useful in the tourism sector to gain more awareness and homepage?
- The channels Facebook, Instagram, Pinterest and Blog are specifically addressed.
- What are the optimal social media contents?
- Which social media channels make individual sense for my offer?

**Speaker:**

[Marko Tomicic](#), CEO, AFM Media GmbH