



## Event Details

### Zero Friction Future With Facebook

Date	Time	Location
March 5, 2020	17:30 - 18:00	Hall 6.1, eTravel Stage

- 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

### Tags

[Social Media Trends](#)

### Speaker:

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