



Event Details

Listen Up! Podcast As Part Of The Ecommerce Strategy

Date	Time	Location
March 6, 2020	14:00 - 15:00	Hall 6.1, eTravel Stage

- 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

Tags

[Storytelling](#) [Social Media](#)

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