

ITB BERLIN CONVENTION PROGRAM 2020



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Think Tank
CONVENTION

Dirk Rogl

Since 1999, Dirk Rogl has been ensuring competent classification and new perspectives in the tourism and transport industry, for example as deputy editor-in-chief of the renowned tourism trade journal fvw. As head of communications at Unister, he used facts to build trust with customers and business partners and helped the group of companies through the difficult phase of insolvency.

Since 2017, Dirk Rogl has been working with competent partners to advise companies competently and discreetly on strategic positioning, primarily in the areas of communications, market intelligence and crisis management.

He also works as Research Analyst Europe for Phocuswright, a leading market analysis service for global online tourism. Rogl Consult works closely and in partnership with numerous companies. As deputy head of the Federal Government's Competence Centre for Tourism, he is involved at a central interface between business, politics and science.

For Dirk Rogl, analysis and action belong together closely. Competence is the basis for success. Communication is their most important tool. Competent communication, from confidential one-to-one talks to presentations on the big stage, is his profession. At the right time, in the right place, in the right tone.

Contact data

Dirk Rogl
Advisor, Strategic Communicator
Rogl Consult



Event

[Daily Startup Track](#)

Thursday, March 5, 2020, 13.00 - 14.00

Hall 6.1, eTravel Stage

