

## PRESS RELEASE

January 21, 2019

# Focus on digitality and the 'human factor' at the ITB MICE Forum 2019

**The latest trends and strategies for the future at the international meeting place of the industry's event managers at the World's Leading Travel Trade Show – Headline topic: what is the role of analogue touchpoints in the age of the digital revolution? – New: for the first time the MICE Forum will take place over two days and occupy its own hall along with Business Travel**

*Berlin, 21 January 2019* - Concentrated expertise and the 'human factor' as a theme heading at the ITB MICE Forum: qualified experts from the industry such as Nicole Brandes, intl. management coach, author and partner of the Zukunftsinstitut and Felix Rundel, head of Programmes and International Development, Falling Walls Foundation, will be examining a range of topics, including what those involved in the meeting and event industry can do in the future to ensure that creativity and expertise become more valuable resources. From 6 to 10 March 2019 MICE and Business Travel Management will join ranks at ITB Berlin. For the first time the MICE Forum will take place over two days together with the Business Travel Forum, on Wednesday, 6 March from 10.45 a.m. to 2.45 p.m. and on Thursday, 7 March 2019 from 3 to 5.45 p.m., under the same roof in Hall 7.1a. The Association of Event Organisers (VDVO) is the official partner of the MICE event.

On Wednesday, 6 March 2019 at the ITB MICE Forum the focus will be on the human factor. After an introduction by Bernd Fritzes, CEO of the Association of Event Organisers, Nicole Brandes, intl. management coach, author and partner of the Zukunftsinstitut, will examine the topic of 'Digitality and humanity: how, due to the visionaries who have the courage to exploit technology and benefit humankind, the digital transformation makes the human factor even more important'. Felix Rundel, head of Programmes and International Development, Falling Walls Foundation, will look at 'Participant Experience Design – how do we organise meetings that really move people?' In his lecture entitled 'Meaningful Connections & Events' Till Ohrmann, co-founder and managing director of PIRATE.global and managing director of the startup SAFARI, will take a look behind the scenes of Europe's craziest corporate event, the PIRATE Summit. In his paper entitled 'Live goes digital – Digital goes Live' Dettel Wintzen, managing partner of insglück Gesellschaft für Markeninszenierung mbH will illustrate that a strategically efficient link between digital communication and events is the only way to successfully bring brands and people together.

On Thursday, 7 March 2019, day two of the event, the focus will be on the future of the event industry. Doreen Biskup, deputy chairman of the Association of Event Organisers, will talk about 'The event manager eco-system – how event managers will work in the future'. Afterwards, Guido Mamczur, brand strategy expert, visiting professor and book author, and managing director of D'art Design Gruppe, will provide valuable advice with his excursions on 'Protect me from what I want: the digital diet' and on how to communicate topics without falling headlong for every digital trend. The convention series will conclude with a lecture by Prof. Dr. Ulrich Wunsch, founding director of SRH Hochschule der populären Künste (hdpk), which will dwell on 'Experience – and letting others experience. From a trend to the experience'.

### International networking events at the MICE Hub and MICE Night

The MICE Hub is the place where leading industry representatives and exhibitors regularly meet to discuss meetings, incentives, conventions and events. From 6 to 8 March 2019 in Hall 7.1a more than 20 premium exhibitors will represent the topic of MICE on Stand 200. Rounding off the ITB MICE Forum will be an invitation by ITB



Official Partner Country ITB Berlin 2019



Official ITB MICE Partner 2019



### Press contacts:

**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
www.messe-berlin.com  
Twitter: @MesseBerlin

### ITB Berlin / ITB Asia / ITB China:

Julia Sonnemann  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
Sonnemann@messe-berlin.de  
www.messe-berlin.com

### Additional information:

www.itb-berlin.com  
www.itb-convention.com

### Management board:

Dr. Christian Göke (CEO),  
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Amtsgericht Charlottenburg  
(District Court)  
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Berlin and the VDVO to the second official ITB MICE Night on 7 March 2019. The event will be hosted by the International Club Berlin, which can be easily reached on foot from the exhibition grounds.

To find out more about MICE at the ITB Berlin Convention and special rail fares to ITB Berlin by Deutsche Bahn (EUR 44.90 for a single fare from any mainline train station in Germany) please visit [www.itb-convention.com/MICE](http://www.itb-convention.com/MICE). For trade visitors and exhibitors at the World's Largest Travel Trade Show admission to the ITB Berlin Convention is included in a ticket to ITB.

### **About ITB Berlin and the ITB Berlin Convention**

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. The World Tourism Cities Federation (WTCF) is Co-Host of the ITB Berlin Convention, the German Federal Ministry for Economic Cooperation and Development (BMZ) is Platinum Sponsor and Jin Jiang International Hotels Group is Gold Sponsor. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit [www.itb-berlin.com](http://www.itb-berlin.com), [www.itb-convention.com](http://www.itb-convention.com) and the [ITB Social Media Newsroom](#).

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