

Workshops





ITB Marketing and Destination Workshops Day 1

Date March 8, 2017	Time: 15:30 - 18:15	Location Convention Hall 4.1, Room Regensburg
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The ITB workshops satisfy ITB visitors' demand for an intensive, professional exchange with experts in small groups. This is where valuable contacts are established and individual questions and problems are taken up.

15:30 – 16:45

Mekong Tourism Forum: Human Capital Development

In dynamically growing tourism destinations, the expansion of the tourism-based economy is a top priority. It is especially difficult for hotels, airlines and destinations to recruit enough qualified and committed employees. What are some of the HR challenges and what are the best practice examples from China, Myanmar, Laos, Thailand, Cambodia and Vietnam?

Introduction & Moderation:

[Jens Thraenhart](#), Executive Director, Mekong Tourism Coordinating Office MTCO

Panel guests:

[Hasso Anwer](#), Team Leader, GIZ

[Maev O'Brian](#), Consultant, Lao National Institute of Tourism and Hospitality (LANITH)

[Peter Richards](#), Consultant, International Trade Center (ITC) of the United Nations

[Peter Semone](#), Managing Director, Destination Human Capital

[Kevin Wallace](#), Managing Director Asia, Dream Hotel Group

17:00 – 17:30

Secrets Of Search Engine Rankings

This no-hype session will focus primarily on tips that will help you move the needle. No complex theory but highly actionable recommendations that allow you to work smarter and not harder. This session will have tips for all levels of experience. Join former Google Search Quality team member Fili Wiese to learn all about how to avoid SEO on-page pitfalls, optimize your website and make search bots crawl your website efficiently. Having programmed websites and Google internal tools, Fili Wiese is passionate about improving the user experience and the go-to guy when it comes to on-page SEO.

Speaker:

[Fili Wiese](#), SEO Consultant, SearchBrothers.com, former Google Search Quality Team Member

17:30 – 18:15

Make Your Website Load Really Really Fast!

Do you want to optimize your website for speed further but don't know how? Join former senior Google Search Quality team member Fili Wiese to learn all that matters about optimizing your website for page speed, both a Google ranking factor and a crucial signal for user satisfaction. Walk away with unique insights and hands-on tips on prioritization, which tools to use efficiently and which mistakes to avoid while making your website blazing fast. Having programmed websites and Google internal tools, Fili Wiese is passionate about improving the user experience and the go-to guy when it comes to on-page SEO.

Speaker:

[Fili Wiese](#), SEO Consultant, SearchBrothers.com, former Google Search Quality Team Member



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Program is subject to change.



ITB Marketing and Destination Workshops Day 2

Date	Time:	Location
March 9, 2017	10:30 - 17:30	Convention Hall 4.1, Room Regensburg

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10:30 – 12:00

Europe Invites - Danube Connects. Reaching For The New Markets

The aim of the panel is to discuss potentials of the joint presentation of the Danube countries on the overseas markets, especially China and also to mention joint products which can be marketed. The result would be to highlight the opportunity to reach greater visibility on the mentioned markets through cooperation and joint marketing efforts which fully correlate with the project European Commission is launching together with ETC.

Moderated by:

[Gordana Plamenac](#), Chairperson, Danube Competence Center

Panel guests:

[Prof. Dr. Wolfgang Georg Arlt](#), Director, COTRI China Outbound Tourism Research Institute

[Michael Cramer](#), MEP, Chairman of the Committee for Transport and Tourism, European Commission

[Oliver Fodor](#), Chief Advisor, Hungarian Tourism Agency

[Eduardo Santander](#), Executive Director, European Travel Commission

12:15 – 13:15

The 360 Degree Vision: Google Street View Trusted (GSVT), 360 Degree Photography And Video

Google has 360 degree photography go mainstream in hospitality worldwide with tours produced on their open hosting platform for hotels, restaurants, shops, cruise ships, museums etc. GSVT uploads improve the Google rank. 360 degree photography and film create an immersive experience unseen before. Targets are improvements in conversion rate, consumer readiness to spend. See how it works. - Hear first hand experience from early adopters. Find out how you can apply these innovative technologies for your business.

Speakers:

[Jens Huwald](#), Managing Director, Bayern Tourismus Marketing GmbH

[Michael Keuntje](#), CEO, Sternzeit Media GmbH, CEO, nexpics GmbH

[Andreas Kurth](#), Head of Digital Content & Media Management, TUI Group

13:30 – 14:15

Sharing Is Finally Becoming Transparent: Detailed Analysis Of Airbnb In Europe's Metropolises

Berlin, London, Amsterdam and Co. - Airbnb is stirring up the hotel industry and at the same time is also influencing urban surroundings. For the first time, reliable data on Airbnb offers and the booking behavior of Airbnb users has become available. The data is an important basis for decision makers in the hotel industry and upcoming political measures in Berlin and other European cities.

Speaker:

[Dr. Jeroen A. Oskam](#), Director Research Centre, Hotelschool The Hague



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14:30 – 15:30

Success Factors For Nation And Place Branding

Using the examples of Poland, Trinidad & Tobago, London and Wittenberg, professionals and newcomers get valuable insight for building up lively markets in their cities and countries. The focus is on the key success factors: development, optimization and management of nation and place brands. Special attention will also be dedicated to developing an agile approach as well as to safeguarding the required “liveliness” of the brand.

Speakers:

[Ben Knapp](#), Chief Strategy Officer, Saffron

[Johannes Pauen](#), Managing Director, kleiner und bold GmbH

15:45 – 16:45

Motorcycle Tourism: Empirical Study On Travel Motivation In Germany And The USA

Motorcycles are increasingly being used for fun and not solely as a mode of transportation. Motorcycle drivers are a target group with above-average purchasing power – until now they have gone mostly unnoticed by tourism destinations, hotels and tour operators. The latest results of an international study reveal motorcyclists’ travel patterns, motivations and requirements for motorcycle-based tourism products. The exclusive study results provide valuable assistance for destinations, hotel, tour operators and travel agencies for tapping into this market.

Speakers:

[Prof. Dr. Robert E. Frash](#), School of Business, Department of Hospitality and Tourism Management, College of Charleston

[Prof. Dr. Knut Scherhag](#), Professorship for Destination Management, University of Applied Sciences Worms

[Aline Schröder](#), Student, University of Applied Sciences Worms

17:00 – 17:30

Security and Travel: Germans’ Travel Plans in 2017

The global security situation is worrying – and influencing holidaymakers’ decisions. Using the source market Germany as an example along with cutting edge data from the “Reiseanalyse 2017”, the point is to find out how terror and violence affect tourists’ preferences and what their expected impact will be in 2017: Nobody travels to Turkey? More travel in Germany? More or fewer bookings with tour operators?

Speaker:

[Prof. Dr. Martin Lohmann](#), Managing Director, NIT (Institute for Tourism and Recreational Research in Northern Europe), Forschungsgemeinschaft Urlaub und Reisen e.V., Leuphana University of Lüneburg

Other ITB Marketing Sessions

Date	Time:	Location
March 9, 2017	10:45 - 11:45	Convention Hall 7.3a, Auditorium Berlin 2

10:45 – 11:45

Influencer Marketing: Blessing Or Curse For The Tourism Industry?

Influencers enjoy consumers’ highest level of trust, so they have a powerful effect on travel decisions. This means that influencers provide both opportunities and risks to the travel industry. What are the recipes for success from the new “Influencer Marketing” form of advertising? How are influencers identified and can they be managed at all or do they lead independent lives of their own? What can be achieved via influencer marketing and how can success be measured?

Moderated by:

[Julia Pawelczyk](#), Senior PR Consultant and Head of Team Online & Social Media, Wilde & Partner Public Relations

Panel guests:

[Claudia Bauhuber](#), Director Social Media and Community Management Central Europe, AccorHotels Germany GmbH



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ITB BERLIN CONVENTION

08 – 11 MARCH 2017

THE LEADING TRAVEL INDUSTRY THINK TANK

[Sebastian Canaves](#), Travel Blogger, off-thepath.com
[Heide Herbst](#), Senior Sales Manager DACH, Brandnew IO
[Stephanie Weigand](#), Lead Brand Marketing, HolidayCheck
[Oguz Yilmaz](#), Former Youtuber (Y-TITTY) & Digi Consultant, Whylder

National Geographic World Legacy Awards Panel Discussion

Date	Time:	Location
March 9, 2017	12:00 - 13:00	Convention Hall 7.3a, Auditorium Berlin 2

This dynamic and informative session is moderated by global sustainable tourism expert and Editor at Large for National Geographic Traveler, Costas Christ, and will include lively discussion with the 5 winners of the World Legacy Awards, along with questions from the audience on what it takes to be a sustainable tourism leader. Winners will be announced at the [World Legacy Awards Ceremony](#) at 16:00, 8 March at ITB Berlin, Palais am Funkturm.

Panel guests:

- TBA, World Legacy Awards Winner, Category „Earth Changers“
- TBA, World Legacy Awards Winner, Category „Sense of Place“
- TBA, World Legacy Awards Winner, Category „Conserving the Natural World“
- TBA, World Legacy Awards Winner, Category „Engaging Communities“
- TBA, World Legacy Awards Winner, Category „Destination Leadership“

Moderated by:

[Costas Christ](#), Chairman, National Geographic World Legacy Awards, Editor, National Geographic Traveler

ITB Marketing and Destination Workshops Day 3

Date	Time:	Location
March 10, 2017	12:00 - 17:15	Convention Hall 4.1, Room Regensburg

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12:00 – 13:15

Cycling and Tourism: Creating Urban Cycling Routes

City and cycling tourism are booming. Following large cities, smaller cities now also recognize the considerable advantages these tourists offer and are encouraging cycling tourists to take longer stopovers to cycle and explore. Until now, however, cycling tourism has hardly been used as a touristic image or economic factor in city marketing. The German Cyclist's Association (ADFC) has developed criteria which help cities display their cycling offers. Using the examples of Bauhaus city Dessau in Saxony-Anhalt and the bicycle-friendly city of Oldenburg in Lower Saxony, the potential of city tourism via cycling will be presented.

Speakers:

[Gabi Bangel](#), Head of Tourism, German National Cyclists' Association (ADFC)
[Dr. Rainer Mühlnickel](#), Managing Director, Böregio Büro für Stadt- und Regionalentwicklung



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13:30 – 14:30

Brexit And The USA: Tourism In Times Of Political Disruptions

The disruptive changes of the political climate in the USA and post-Brexit Great Britain are influencing the development of tourism. Economic and exchange rate developments, travel restrictions, destination images – serious changes in the source and target markets, i.e. in the USA and GB, are to be expected. In which direction will these developments go? How can negative effects on the tourism industry in the USA and GB be avoided? Which destinations will benefit from the developments?

Introductory presentation:

[Caroline Bremner](#), Head of Travel, Euromonitor International

[Chris Gottlieb](#), Chief Marketing and Communications Officer, London & Partners

Panel guests:

[Caroline Bremner](#), Head of Travel, Euromonitor International

[Chris Gottlieb](#), Chief Marketing and Communications Officer, London & Partners

14:45 – 16:00

Cruise Events For Special Interest Markets: The Example Of Gay And Lesbian Tourism

Events are increasingly becoming relevant to tourism and are also gaining popularity in the LGBT segment. Specialized cruise ship charters, event and party organizers, large and small tour operators - business models for developing niche markets are as diverse as the customers. But the one thing they all have in common is professional database marketing. Which approaches work particularly well and what can other tourism segments learn from it?

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Moderated by:

[Thomas Bömkes](#), Managing Director, Diversity Tourism GmbH

Panel guests:

[Nils Casmir](#), Director Key Account Management/Inside Sales, DER Touristik

[Oliver P. Mueller](#), Author & Cruise Consultant

[Ed Salvato](#), Cofounder & Chief content officer, ManAboutWorld Magazine

[Godja Soennichsen](#), Director Communications, TUI Cruises GmbH

16:15 – 17:15

Gourmet Journeys In The Tourism Market - Culinary Destinations In Turkey

We are rounding off the Convention's key topic Food & Beverage with a workshop: What are the lessons learned from gourmet journeys and what potential is there for Turkey trips? Turkey's experiences can be used as guidance for other destinations that are planning to use Food & Beverage to enhance their brand.

Speakers:

[Vedat Basaran](#), Turkish Chef & Food Culture Researcher

[Mehmet Gürs](#), Founder & CEO, Istanbul Food & Beverage Group



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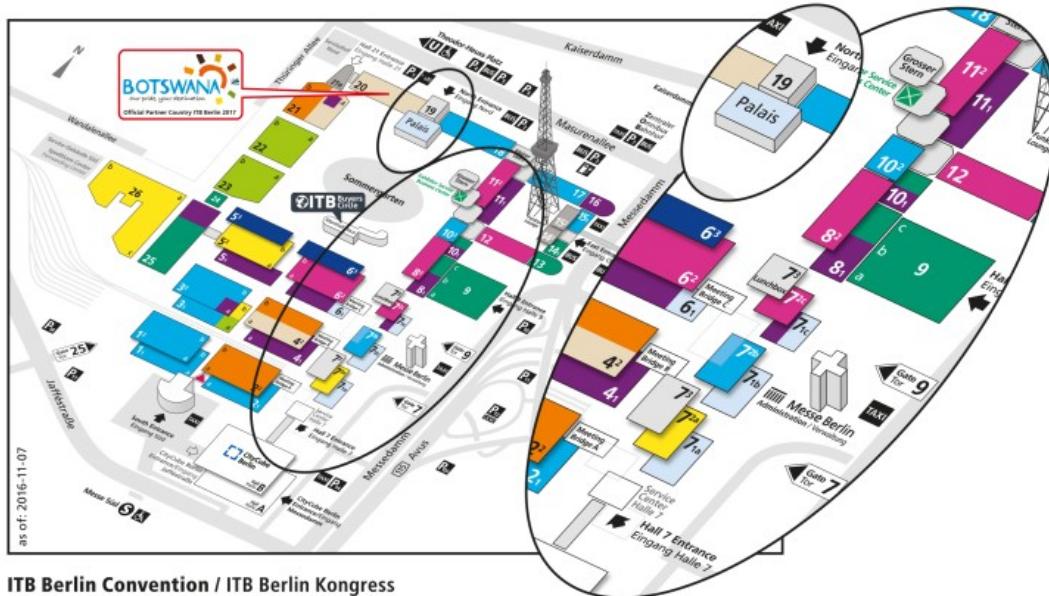


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ITB Berlin Convention / ITB Berlin Kongress

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| 4.1 – ITB Workshop Days | 7.1a – ITB Destination Days | 7.1b – ITB Future Day | 7.3a – ITB Experts Forum Wellness |
| 6.1 – eTravel World:
eTravel Showroom &
eTravel Stage | – ITB Business Travel & MICE Days
Home of Business Travel
by ITB & VDR
ITB CSR Day | – ITB Hospitality Day
– ITB Marketing and
Distribution Day | – ITB Marketing &
Destination Workshops |
| | | 7.1c – eTravel World: eTravel Lab | 11.1 – ITB Young Professionals Day |
| | | | Palais – ITB Convention Awards |

Contact

Please contact us for concerns or questions:

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