

ITB BUSINESS TRAVEL DAYS





ITB BERLIN CONVENTION

07 – 10 MARCH 2018

THE LEADING TRAVEL INDUSTRY THINK TANK

ITB MICE Day

Date	Time:	Location
March 8, 2017	10:30 - 18:00	Convention Hall 7.1a, Auditorium New York 3

Digitalization, demographic change, disruption, Corporate Social Responsibility, etc. – these megatrends and buzzwords govern event planners' everyday routine. One has the feeling one has to be able to know and do everything. Yet everyone surely has good days and bad days - the latent feeling of being overworked can sometimes develop into euphoria, yet not infrequently it simply leaves one feeling fed up. What are all these MICE sector megatrends and buzzwords really about? How are they put into practice? Are they even real? Is everything that glitters truly gold? How effective and efficient are these developments?

The Association of German Event Organizers (VERANSTALTUNGSPLANER.DE) provides clarity at the ITB MICE Day 2017. Be there and learn about best practices and implementation examples from MICE sector professionals.

All ITB MICE Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Artur Maurer](#), Event Moderator, AM Moderation

10:30 - 10:40

Greeting

Speaker:

[Bernd Fritzsche](#), CEO, Vereinigung Deutscher Veranstaltungsorganistoren e. V., Executive Partner, fiyo International GmbH

10:40 - 11:30

Keynote: Change Begins In The Head - Instigation To Think Outside The Box!

Deviation from the norm is the precursor to progress" says Anja Förster. Her lecture offers courage to those who would intelligently deviate from the mainstream and successfully challenge traditional ways of thinking.

- How to discover opportunities which the competition has overlooked
- How to systematically look at the big picture of day-to-day business
- How to free yourself from the clutches of the familiar
- How you can quickly learn about how the world is changing

Speaker:

[Anja Förster](#), Managing Director, Bestselling Author and Unconventional Business Thinker

11:45 - 12:15

Digitalization, Sustainability And Wisdom – Forces Remodeling The MICE World

From Big Data to Blockchain, our Digital Twins are coming alive, perhaps just in time for the necessary journey through a thirty year window (perhaps with Uber and Airbnb like platforms) into a world we've not yet imagined, a profound Low-Carbon Economy. Will it be an Alice in Wonderland mirage or a wonderfully wise world where travelers find themselves in life's abundant hospitality in co-creative communities that could last the next 500 million years?

The presentation can be found [here](#).

Speaker:

[Dr. Charles M. Savage](#), President, Knowledge Era Enterprising International (Munich)



Official Partner Country
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE –
INCLUDED IN YOUR ITB TICKET

Program is subject to change.



12:30 - 13:00

Convention Of The Future, Case Study LINC - Leipzig Interventional Course

In the future, conferences will be characterized by attendees designing their own participation in a more individual, interactive and selective way. Limits to the program's space and duration disappear in favor of increased flexibility – this development will have an impact on the layout of future conventions. This can already be observed at the LINC, an international vascular medicine congress in Leipzig, where the effects of several megatrends are already visible and the vision and spatial concept of a congress is changing.

Speaker:

[Ronald Kötteritzsch](#), Director Marketing & Sales, Leipziger Messe GmbH

13:15 - 14:00

If You Digitalize A Crappy Process, You'll End Up With A Crappy Digital Process

In the course of the digitalization of the event market, the reporting is often very confused. For example, savings potential in the legal costs of the research, quoting and booking process are often accounted for through the use of an online portal. But does this really refer to the supposedly new digital process? The speaker duo offers insights into the status quo and what "real" digitalization in the context of the MICE market will mean in the future.

Speakers:

[Felix Undeutsch](#), Head of MICE & Groups, Expedia.com

[Bernd Fritzges](#), CEO, Vereinigung Deutscher Veranstaltungsorganisatoren e. V., Executive Partner, fylo International GmbH

14:15 - 15:00

Effectively Showcasing And Communicating Events, Conferences And Incentives

In 45 entertaining minutes Event Doctor Günter Mainka presents a selection of exciting and effective ways to plan events from his 20 years of experience as a leading event manager. The key topics:

- Limited budget – what to do?
- Dwindling number of participants – what now?
- Stories from a life in event planning: Bizarre – and MICE-worthy
- Emotional events – effect and implementation

Tags: ITB Berlin, ITB Berlin Convention, ITB MICE Day 2017, Günter Mainka, Effectively Showcasing And Communicating Events, Conferences And Incentives

Speaker:

[Günter Mainka](#), Managing Director, Twilight Events Deutschland GmbH

15:15 - 16:00

When The Revolving Door Becomes A Challenge – Why Accessibility Concerns All Of Us And What Can Be Optimized At Organized Events

Raul Krauthausen is the founder of Berlin-based Sozialhelden e.V. (Social Heroes). He is an activist - not in defiance of his wheelchair, but rather with it. He was awarded the Federal Cross of Merit and is an Ashoka Fellow. He is an advocate for eliminating the barriers in our heads and in the environment. Krauthausen and his organization became known through the Wheelmap.org project: their app has rated wheelchair accessibility in over 700,000 public places worldwide.

The press reports about the app sometimes had an unpleasant undercurrent, though: Sympathy for Krauthausen's situation. They imply he's chained to his wheelchair, or that he suffers from brittle bone disease.

In order to counter the linguistic images used by the media, the organization started the "Leidmedien.de" project. The portal deals with the language the media use when reporting about disabilities and offers workshops to media companies.

Publicity about Krauthausen has brought him many invitations from all over Germany to talk about his projects and his life with a disability. Yet some of the stages from which he was supposed to deliver his talks weren't wheelchair-accessible. So he and his team developed another project to ensure accessibility at events to which he and other wheelchair users are invited: www.ramp-up.me

In his lecture, Krauthausen outlines what constitutes a barrier-free event location, what technical solutions are available for barrier-free



Official Partner Country
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE –
INCLUDED IN YOUR ITB TICKET

Program is subject to change.



communication and how to get as much diversity as possible into a team of speakers.

Speaker:

[Raúl Krauthausen](#), Founder, Berliner Sozialhelden e. V.

16:15 - 17:00

Power To The Meeting - The Slovenian Methodology For Creating Memorable Events With Conventa Case Study

Every events planner's wish is not only to satisfy the participants' needs but also to inspire them. The power of events lays in the co-creation and the contact of participants with the organizer's idea. The moment when a spark of creative energy is lit between participants and organizers is limited and therefore requires careful planning.

The process of planning events is simply called "Power to the meetings."

Even with events we need a very strong skeleton for good composition. The methodology that we use in Slovenia is based on many years of experience and is inspired by the Danish methodology Meetovation. In order to develop the positive experience of the participants we follow the logical phases by using a variety of tools integrated in every event led by certain rules that can only be learnt by time and through experience.

The presentation can be found [here](#).

Speakers:

[Miha Kovačič](#), CEO, Slovenian Convention Bureau

[Gorazd Čad](#), CEO, Toleranca Marketing

17:15 - 18:00

Between Daily Business And Megatrend-Hype – How Will Events Truly Change In The Future?

It seems that every day we could read technical papers about megatrends. Whoever doesn't climb onto this bandwagon will perish in the events industry. At least that's what it looks like. But does it really make any sense to blindly follow each (mega-)trend? What will events really be like in the future?

Speaker:

[Kerstin Hoffmann-Wagner](#), CEO, HOFFMANN EVENTBERATUNG, Twitter: @Hoffmannevent

Business Travel Workshops

Date	Time:	Location
March 8, 2017	11:45 - 15:15	Convention Hall 4.1, Room Regensburg

11:45 - 12:45

Legal Worries Of Business Travel

What Travel Managers Should Know About Social Security, Taxes And Residence Laws

The workshop discusses the consequences of not notifying authorities of certain foreign visits and clarifies the difference between business travel and expat status. Also the interdependence of social security, taxes and residence regulations are explained.

Speaker:

[Anne-Katrin Schulz](#), Director Communications and Marketing, BDAE GRUPPE, editor-in-chief, [www.expats-news.com](#)



Official Partner Country
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE – INCLUDED IN YOUR ITB TICKET

Program is subject to change.



13:00 - 14:00

Interactive Lecture - Powered By VDR

A Concept For The Future: Corporate Carsharing

The holistic treatment of staff mobility is a must for many companies aiming at sustainable future environments and creating jobs. One example is corporate carsharing in the context of company fleets. Inter-connected cars can always and everywhere be booked mobile for business or private use, can be unlocked by smartphone or identity card and can be returned on a flexible time basis. The workshop explains in what cases this model makes sense, cuts costs, enhances staff satisfaction and creates integrated mobility concepts.

Speakers:

[Malte Hock](#), Manager Business Development, Europcar Deutschland

[Marc Fleischhauer](#), Vice President Marktentwicklung, Mobility Deutsche Post AG, Geschäftsführer, Deutsche Post Mobility GmbH

[Dr. Max Kury](#), CEO, Ubeeqo GmbH Deutschland

14:15 - 15:15

Stop! No Entry: Risks And Consequences Of Visa Applications

The current security environment influences immigration regulations with possibly severe consequences. Having the wrong visum or failing to show a visum at all may result in monetary penalties, denied entries, pending imprisonment or confiscated company funds. The workshop shows which details in obtaining visa are important, where adequate know-how is to be found, and how to act cost- and time-efficient.

Speakers:

[Alexander Langhans](#), Managing Director and Co-Owner, Visumpoint GmbH

[Olaf Heinen](#), General Manager, Business Visum GmbH

ITB Business Travel Corporate Day

Date	Time	Location
March 9, 2017	10:30 - 17:45	Convention Hall 7.1a, Auditorium New York 3

Curb costs, minimize risks, enhance productivity

The program assists decision makers in the business travel world to continue their successful work by identifying and evaluating trends at an early stage. Top-class speakers share their insights and offer sound judgements.

Hosted by:

[Gerd Otto-Rieke](#), Publicist

10:30 - 10:35

Welcome Address

Speaker:

[Gerd Otto-Rieke](#), Publicist

10:35 - 11:15

Keynote:

What will the immediate future of scheduled air traffic in Germany look like? How competitive are airport locations in Germany? What structural transformations are to be expected? Will new air traffic agreements bring change? And what does that all mean for the German economy and their business travellers?

Speaker:

[Dr. Stefan Schulte](#), Chairman of the Executive Board, Fraport AG, President, German Aviation Association (BDL)



Official Partner Country
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE – INCLUDED IN YOUR ITB TICKET

Program is subject to change.



11:30 - 12:15

„But That’s Not Fixed“ – New Challenges For Defining The Travel Policy - Powered By VDR

The travel policy continues to be one of the most valuable tools of travel management. It settles what flexibility travelling staff does or does not have and what the consequences of violations are. Contrary to common claims software cannot displace policies. Especially for the implementation of OBEs or reimbursement software specific policies are needed as well as for assuring their employment. The lecture names current examples of potentials and essentials and offers solutions. Topics are

- new airline products, ancillaries and sharing economy
- apps for travelers
- open booking and strict travel policies – a contradiction?
- web meetings as part of travel policies

Speaker:

[Andrea Zimmermann](#), business consultant, btm4u

12:15 - 12:45

Business Lunch By ITB & VDR

12:45 - 13:30

Accommodation Supply In Trouble?

Marriott’s take-over of Starwood will probably shake up the international hotel industry. How will procurement react to this? And how will travel management take sharing products like Airbnb into account in that new environment?

Moderated by:

[Andreas Konkel](#), Travel Manager, Diehl Stiftung und Co. KG, Nuremberg

Panel guests:

[Jan Berghold](#), Global Mobility Manager, GfK SE, Nuremberg

[Michael Krenz](#), Founder, Co-Owner and Managing Director, TourisMarketing Service GmbH, Stralsund

[Christian Temath](#), Director Sourcing Solutions, HRS

13:45 - 14:15

Performance Measurement In Travel Management – Choosing The Right KPI

Key Performance Indicators (KPIs) are efficiency figures which show the degree of having achieved important defined goals. The lecture explains how travel management can develop relevant KPIs in relation to business objectives, which data sources can be used and where pitfalls are.

Speaker:

[Christoph Zimmerli](#), Head of Travel Services, F. Hoffmann-La Roche Ltd, Basel

14:30 - 15:00

The Travel Community Plattform Of Unilever

Unilever’s travel community platform, part of the transformation project SWAN, won the „Business Travel Award 2016“ of the Travel Industry Club. The innovation consistently adapts to business travelers’ needs which massively change in times of digitization. Unilever’s staff can now interact and download relevant travel info from over 90 countries. Moreover travel alerts are communicated.

Speakers:

[Yvonne Moya](#), Global Director for Travel Management, Fleet, Meetings and Events, Unilever

[Brigitte Lehle](#), Manager Corporate Mobility Services, Dürr AG, Vice President Business Travel & Mobility, Travel Industry Club (TIC)



Official Partner Country
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE –
INCLUDED IN YOUR ITB TICKET

Program is subject to change.

15:15 - 16:15

How To Curb Travel Costs: Four Ideas And Products

- **Compensation payments via refund.me**
Airlines passengers can claim compensation payments for late or cancelled flights according to EU legislation. refund.me collects the money from the carriers, pays out the customer and retains a fee. A B2B platform serves the needs of corporate clients.
- **Airport parking offered by Holiday Extras**
Holiday Extra Business Travel offers dedicated parking spaces at currently six German airports. The portfolio includes curbside-service and parking at near-terminal hotels. Payment is done with company cards.
- **Claim Back VAT In International Travel**
Companies often can claim back sales taxes paid for services abroad. The procedures for that can be a bit complicated but are worthwhile. Many companies still spare the effort. But they could easily mandate a specialist to refund the expenses.
- **Total cost of travel considered by FCM Travel Solutions**
Many companies just look at the lowest price of travel elements such as flight tickets or hotel rooms. But complex realities can blow up total costs – e.g. if expensive taxi transfers or long transfer times at airports are involved. Boost efficiency by looking at total costs of a trip.
- **Panel Discussion**

Moderated by:

[Oliver Graue](#), Editor-in-Chief, BizTravel

Panel guests:

[Carsten Knauer](#), Head of several committees, e.g. business travel, Bundesverband Materialwirtschaft, Einkauf und Logistik e. V. (BME)

[Inge Pirner](#), specialist for travel management, DATEV eG, Nuremberg, Member of the Board, Verband Deutsches Reisemanagement (VDR)

Speakers & Panel guests:

[Sascha Plewka](#), Product and Sales Manager Business Travel, Holiday Extras

[Sebastian Freymuth](#), Account Manager, Cash Back VAT Reclaim AG

[Christoph Führer](#), General Manager, DER (business travel unit)

[Michael Flück](#), refund.me GmbH

16:30 - 16:45

New Options For Travel Managers

Cost-Efficient Travel Management By Assessing Expense Data

Data are the fundament for procurement negotiations and cutting costs. The easy-to-use AirPlus Information Manager gives travel management the control over details of who paid what and when. The MIS data base plus analyzing tools help to finalize good deals with suppliers.

Speaker:

[Michael Fürer](#), Director Sales Germany and Country Manager, AirPlus Servicekarten GmbH

16:45 - 17:00

New Options For Travel Managers

Managed Travel 3.0 – Why Control Of Travel Still Makes Sense

Technological cross-linkage and focusing the business traveler are essential elements of future-oriented travel management: Managed Travel 3.0. But individual usage and requirements of new technologies can conflict with travel management's goals. Why management is still meaningful and what can be done is shown with the help of Amadeus cytric Travel & Expense.

Speaker:

[Bernd Schulz](#), General Manager, Amadeus Germany GmbH



17:00 - 17:15

New Options For Travel Managers

Successful Travel Management By Integrated End-To-End Processes

Methods and means of managing business travel with inter-connected online booking, mobile apps and reimbursement technologies.

Speaker:

[Till Pferdmenges](#), Presales Consultant, KDS Deutschland GmbH

17:15 - 17:30

New Options For Travel Managers

More Control & Choice For Business Travelers

Concur assists travel management in the digital transition process and helps to control expenses.

Speaker:

[Felix Stegmann](#), Regional Sales Executive, Concur

17:30 - 17:45

New Options For Travel Managers

Discussion

Moderated by:

[Gerd Otto-Rieke](#), Publicist

MICE Workshops

Date	Time:	Location
March 10, 2017	10:45 - 11:30	Convention Hall 4.1, Room Regensburg

10:45 - 11:30

The German Event Industry Code of Values – from Values 2.0 to the Commitment of Honorable Event Planners

Ethically responsible, sustainable and sensible economic activity in a comprehensive, CSR sense need not contradict the pursuit of economic success and profit in any way. These same qualities were also a long-term basis for success and a good reputation for Hanseatic traders and other classically-defined honorable traders. This lecture will show how a few MICE industry minds used intrinsic motivation to develop the successful "Values 2.0" charity event and thereby laid the foundation of the development of the event industry's Code of Values.

Speakers:

[Bernd Fritzges](#), CEO, Vereinigung Deutscher Veranstaltungsorganisatoren e. V., Executive Partner, fiyo International GmbH

[Annegret Steglich](#), Project Coordinator, WerteFoundation



Official Partner Country
ITB Berlin 2018

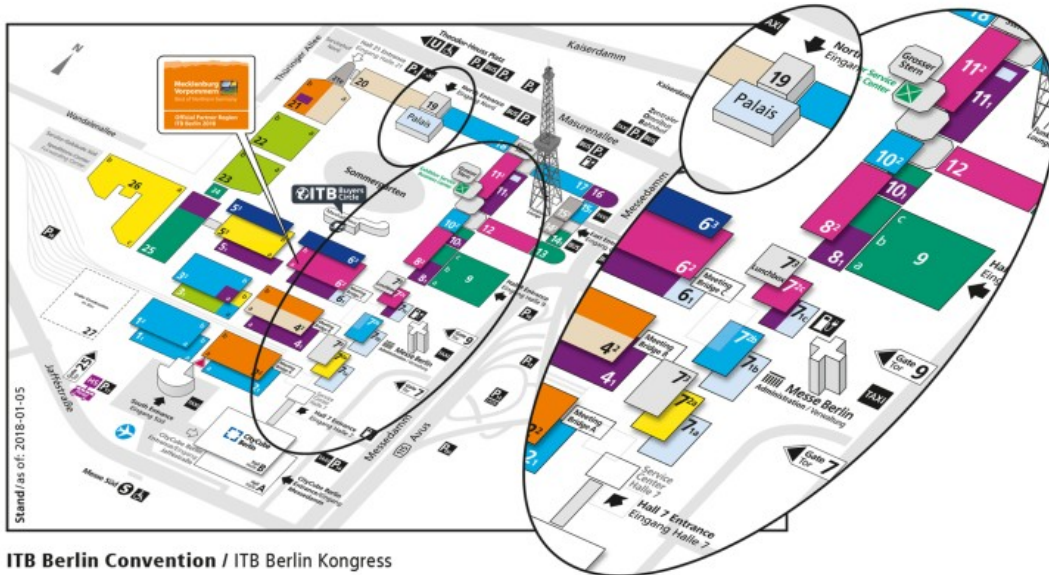


Convention & Culture Partner



EXPERT KNOWLEDGE – INCLUDED IN YOUR ITB TICKET

Program is subject to change.



ITB Berlin Convention / ITB Berlin Kongress

- | | | | |
|--|---|---|---|
| <p>4.1 – ITB Workshop Days</p> <p>6.1 – eTravel Stage
– eTravel Start-Up Day</p> | <p>7.1a – ITB Destination Days
– ITB Experts Forum Wellness
– ITB Tourism for Sustainable Development Day
– ITB CSR Day
– ITB City Tourism Forum
– ITB German Tourism Forum
– ITB MICE Forum
– ITB Business Travel Forum</p> | <p>7.1b – ITB Future Day
– ITB Marketing & Distribution Day
– ITB Zambia Tourism Forum</p> <p>7.1c – eTravel Lab
– ITB Hospitality Tech Forum</p> | <p>11.1 – ITB Young Professionals Day</p> <p>Palais – ITB Convention Awards</p> |
|--|---|---|---|

Contact

Please contact us for concerns or questions:

Convention Organisation

ITB Berlin Convention Office
c/o Multivisio GmbH
Hamburger Allee 37
60486 Frankfurt/M. Germany
Phone: +49 (0)69 / 247 038 04
Fax: +49 (0)69 / 247 038 19

Vanessa Schäfer
Cell: +49 (0)176 / 50 44 77 55
vanessa.schaefer@multivisio.de

Alexandra Saless
US Office
Cell: +1 843 602-2720
alexandra.saless@multivisio.de

Contact Person Messe Berlin

Lisa Klimke
Product Manager
Messe Berlin
Messedamm 22
14055 Berlin Germany
Phone: +49 (0)30 / 3038 2167
Fax: +49 (0)30 / 3038 2113
klimke@messe-berlin.de

Scientific Management ITB Berlin Convention

Prof. Dr. Roland Conrady
Hochschule Worms
Erenburgerstr. 19
67549 Worms Germany
Phone: +49 (0)6241 / 509 126
Fax: +49 (0)6241 / 509 220
conrady@hs-worms.de