



## **ITB Berlin eTravel World 2020 – Call for Papers / Call for Participation**

For the conference program of ITB Berlin eTravel World 2020 we are looking for panel and lecture topics with a clear reference to best practices as well as field reports and lessons learned - thinking outside the box is welcome!

Commercial presentations and case studies which present successes and trends which are only based on one's own product won't be accepted.

### **Possible topics:**

- **Digital Marketing – how can you measure it's impact more effectively**
- **eCommerce – answers which pay off**
- **Content & Social Media – dealing with "Sharing is Caring", Shitstorm & Co**
- **Benefits and pitfalls of Smart/Open Data**
- **Tech Trends & Innovations**

In addition, we are looking forward to additional topic suggestions which highlight current industry developments in the field of eTravel or offer answers to current challenges such as overtourism, or the lack of diversity in AI development. Also controversial Travel Tech topic suggestions are welcome, gladly with examples for new paths and applications, i.e. in dealing with Big Data – are we drowning in data or can we keep it under control?

### **TTA FORUM, 4 March 2020**

On Wednesday, March 4, 2020, the TTA Forum on "Technology, Tours & Activities", the fastest-growing industry segment, will take place for the second time at the eTravel Lab. We are looking for panel and/or presentation proposals from this segment, in particular for:

- Trends and the Future of In-Destination Services
- Case studies (niche areas such as events and festivals, special tour providers, etc. are welcome)
- Marketing and distribution strategies – apps, marketplaces, innovative partnerships

### **HOSPITALITY TECH FORUM, 5 March 2020**

As part of the eTravel World, on Thursday, 5 March 2020 the 3rd Hospitality Tech Forum will be held in cooperation with the Hospitality Industry Club. We are looking for lecture topics from the hospitality industry. For example:

- Direct bookings vs. online portals/OTA
- Revenue management
- Trends in the distribution landscape – e.g. what can we learn from Airbnb & Co.?
- Hotel Software – Do's & Don'ts
- Guest communication, incl. digital assistants and chatbots
- Smart Hotels – e.g. initial steps; interfaces and their problems
- Successes and problems from a hotelier's perspective



## **eTRAVEL STARTUP Track**

For our daily Startup Specials we are particularly pleased to receive submissions from startups and investors regarding the topics:

- Business development: Findings and recommendations for startups
- Financing and exit strategies
- Recruiting
- Solutions and/or concepts for current tourism industry challenges, e.g. sustainability, overtourism
- Apps and Solutions for Business & Corporate Travel

The startups should have at least 6 months of market experience. Preference will be given to presentations that also include learning from mistakes.

## **APPLICATION FOR ETRAVEL WORLD**

Please use the [online registration form](#) for your application.

Deadline for applications: **31 October 2019**

### **Your audience:**

- More than 40% of the participants are decision-makers from every level of the tourism, business travel and social media sectors
- 55% are industry representatives from abroad
- Tourism industry managers from around 85 countries
- Media representatives and bloggers
- New media specialists
- Junior staff and students

### **Selection criteria and general conditions for participation:**

- Speakers will be provided a ticket to ITB free of charge.
- The topic is up-to-date and relevant for the industry.
- Best practice examples and case studies are given priority.
- The submitted summary/abstract clearly describes the paper's content and especially lessons learned
- The act of applying does not guarantee that a proposal will be included in the congress program. The decision of Messe Berlin is not subject to appeal.
- Unfortunately, it is not possible for the organizer to offer an honorarium. Nor will the organizer pay any expenses for travel, accommodation or meals.