



ITB Berlin eTravel World 2018 **7th - 10th March, 2018** **Call for Papers / Call for Participation**

The ITB eTravel World invites you to share your innovations and experiences in travel technology, mobile solutions, social media and digital marketing in the travel industry. The ITB eTravel World is part of the ITB Berlin Convention and with more than 10,000 national and international visitors one of the most important eTravel events in the tourism sector. Find out more and have a look at the 2017 program:

www.itb-berlin.com/etravel

eTravel World locations:

Halls 6.1 and 7.1c

Presentations, workshops, panel discussions, round-table-talks:

eTravel Stage (hall 6.1)

eTravel Lab (hall 7.1c)

We invite you to apply as a speaker at ITB eTravel World 2018. Please send your application to etravel@itb-berlin.de by **31st October, 2017**.

We will respond by **9th December 2017**.

We are looking for case studies and best practices from all parts of the travel industry's value added chain and especially for the following topics:

- **Digital marketing** – Data-driven marketing, predictive analytics, Virtual Reality, Artificial Intelligence, gamification etc.
- **eCommerce/sales** – sales strategies, omni-channel solutions, integrated commerce, growth models in the eTravel business
- **Social Media/content** – Learnings from digital campaigns and content marketing, blogger relations, new strategic models and the future of social media
- **Innovations** – digital transformation, messenger services, Artificial Intelligence, deep learning, start-ups, hidden champions of eTravel

New: Special Hospitality Tech Day at the eTravel Lab on 8th March 2018

We are looking for best practice examples e.g. on these topics:

- Innovations and consequences of digitalization for guests and employees
- Hotel room of the future: Use of voice assistance, AI and other technologies
- Hotel booking portals and connectivity for small, independent and boutique hotels
- Customer journey

This is your audience:

- Leaders of the tourism industry from more than 85 countries
- More than 40% decision-makers from every level of the leisure and business travel sector
- 55% international industry representatives
- Media and blogger
- New media specialists
- Young professionals as well as students and graduates of tourism and hospitality programs



Please send us the following information:

- **Format of the session:** Presentation, workshop, panel discussion, product presentation/demonstration of innovations
- **Content of the session:** Title and textual abstract of the topic (max. 200 characters)
- **Level of the session:**
Who is the target audience of your lecture/workshop (e.g. decision-makers, marketing specialists, travel agents etc., see above)
- What is the added value for the audience (learnings)?
- Speaker: name, position, company, location
- Contact: email and cell phone number
- Language (German or English)
- Duration (usually 25 minutes incl. q&a)

Later on we will also need:

- A short CV and a photo of the speaker for the ITB Convention program
- A data file containing the presentation in a common format, downloadable after ITB Berlin (more information will be given to you after confirmation of participation)

Criteria and general conditions for participation:

- The topic is relevant and present in the industry
- Best practice examples and case studies are favored
- The short summary/abstract clearly describes the content and the learnings of the presentation
- The application is not a guarantee that your entry will be included in our convention program. Decisions made by Messe Berlin are final and cannot be appealed
- The organizer is not able to compensate speakers for any remuneration, nor for any travel costs, overnight stays or catering. A trade visitor pass will be provided to the contributor free of charge

For more information please also contact us at:

Contact for speakers on mobile travel services:

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Contact for speakers on all other topics

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