

Day 1 – 23 September 2014

Hall1

10.00 – 10.15

Welcome

Marliese Kalthoff, Managing Director FVW Mediengruppe

Moderation:

Klaus Hildebrandt (Editor-in-chief fvw),
Dirk Rogl (Deputy Editor fvw),
Christiane von Pilar (Chief Reporter fvw)
and Georg Jegminat (Chief Reporter fvw)

10.15 – 10.30

Egypt and its tourism perspectives

Hisham Zaazou, Minister of Tourism, interviewed by Klaus Hildebrandt
(Editor-in-Chief fvw)

Tourism: The new division of roles in global business

10.30 – 11.00

How tourism groups can be successful in the digital world

Keynote Speaker: Friedrich Jousen, CEO TUI AG

11.00 – 11.30

Partners in transition: hotel portals and the global changes in the travel industry

Peter Verhoeven, Managing Director EMEA, Booking.com

11.30 – 12.15

Coffee break

Online portals: OTA versus tour operator websites

12.15 – 12.35

Success factors in online tourism sales

Jörg Trouvain, Managing Director, ProSieben Travel

12.35 – 13.15

Online portals: can tour operators really score in e-commerce?

Discussion with Stefanie Waehlert (TUI Germany), Marco Ryan
(Thomas Cook), Jomique de Vries (DER Touristik Online), Dirk Föste
(FTI E-Com), Andreas Lambeck (Alltours Reiseportal)

Moderation: Dirk Rogl (fvw)

13.15 – 14.45

Lunch break

Hall 1

Aviation: The challengers in the alliance and low-cost segments

14.45 – 15.15

Competition from all sides: how European airline groups are re-positioning

Jens Bischof, Lufthansa, Chief Operating Officer

15.15 – 15.45

Not just cheap any more? How low-cost carriers are developing their business model

Kenny Jacobs, Chief Marketing Officer, Ryanair

15.45 – 16.00

Top under 30: The winners of the fww talent contest Presentations and discussion: how does Generation Y tick?

16.00 – 16.45

Coffee break

Luxury travel: The new type of luxury. “My house, my car, my boat” was yesterday

16.45 – 17.00

The new type of luxury

Dr. Jörg Meurer, Managing Partner, Keylens

17.00 – 17.30

What travel agents can learn from luxury marketing

Discussion with: Tina Kirfel (Silversea Cruises), Karl J. Pojer (Hapag-Lloyd Cruises), Thomas H. Althoff (Althoff Hotels), Norbert Pokorny (Art of Travel)

Moderation: Christiane von Pilar (fww)

Hot Topic

17.30 – 18.00

Google and tourism: What travel professionals really want to know about the company

Christian Bärwind, Head of Travel Google Germany, interviewed by Dirk Rogl (Deputy Editor fww)

Day 1 – 23 September 2014

Hall 2

fww Travel Agency Forum

10.00 – 10.15

Welcome and Introduction

fww editors Rita Münck and Ira Lanz

10.15 – 10.55

Website optimisation: what makes a tourism website really successful

Sven Ditz, Founder, Sitegeist Media Solutions

10.55 – 11.35

More efficient cruise bookings: selling with brain and IT

Daniela Hofmann, Managing Director, HKP, Hofmann, Krausch & Partner

11.35 – 12.15

How to ensure a successful succession: putting your life's work in the right hands

Frank Aepfelbach, Managing Director, Selective Partners

12.15 – 12.45

Coffee break

12.45 – 13.15

Customer journey: always reaching the customer

Dr. Oliver Dörschuck, Chief Operating Officer, TUI Germany

13.15 – 14.00

**Who does customer data belong to?
The permanent dispute between travel agents, tour operators and travel suppliers**

Discussion with Michael Knapp (TUI Germany), Hasso von Düring (Lufthansa City Center), Thomas Bösl (RTK), Alexander Schulten (DRV), Ulla Siebke (Vueling)

Hall 2

Travel technology: Go to a safe checkout please

14.45 – 15.15

App weaknesses: security gaps on smartphones and the consequences

Tobias Berlin, Managing Director, Mediatest Digital

15.15 – 15.45

Hacker attacks, SEPA changeover: How do travel agents keep control of payments?

Discussion with Ingo Brandes (Travelbasys), Alexander Heil (DER Touristik), Patrick Götz (Ypsilon)

15.45 – 16.30

Coffee break

Travel technology: Customer dialogue anytime anywhere

16.30 – 17.00

Real-time service: how travel agents can catch up with airlines

Sascha Nau, Marketing Manager, Amadeus Germany

17.00 – 17.30

Are apps the future? Are travel providers over-stretched?

Marina Hegemann, Managing Director, Tourist Mobile

Day 2 – 24 September 2014

Hall 1

Big data: From buzzword to cost-saving technology

10.00 – 10.45

“Our data”: how customer data are revolutionising the economy

Prof. Dr. Björn Bloching, Senior Partner, Roland Berger

10.45 – 11.15

Big data for the travel industry: what’s possible and what’s coming

Andy Owen-Jones, CEO, BD4Travel

11.15 – 12.00

Coffee break

Marketing: Does only the price count in the travel industry?

12.00 – 12.20

Why a brand is more important than ever in the omni-channel era

Hubertus von Lobenstein, Managing Director, Aimaq von Lobenstein

12.20 – 13.00

How can a brand strategy lead to success?

Discussion with Lars Bolle (DER Touristik), Robert Styppa (Aida Cruises), Nicole Mies (Deutsche Lufthansa), Cornelius Meyer (Best-RMG), Hubertus von Lobenstein (Aimaq von Lobenstein)

Moderation: Christiane von Pilar (fvw)

13.00 – 14.30

Lunch break

Mobility: Planes, trains, coaches, car-sharing: new options for changes in travel behaviour

14.30 – 14.50

Aggregating content in a new form: the challenges of technology

Petra Euler, Vice President Northern, Eastern, Central & Southern Europe, Amadeus IT Group

14.50 – 15.30

How networked travel can be planned and booked

Discussion with Berthold Huber (DB Fernverkehr), Bernd Schulz (Amadeus Germany), Dr. Veit Blumschein (From A to B), Marc Fleischhauer (ADAC Postbus)

Moderation: Dirk Rogl (fvw)

Hall 1

15.30 – 16.15

Coffee break

Hot Topic

16.15 – 16.30

Business tax hammer for tour operators: What comes next?

Norbert Fiebig, President DRV, interviewed by Klaus Hildebrandt (Editor-in-Chief fvw)

Destinations: Mega-trends in the top four German charter flight destinations

16.30 – 16.45

The stakes in FTI and the RT Group: taking stock and future aims

Interview Samih Sawiris (Chairman & CEO Orascom Development):

16.45 – 17.30

The power of destinations: how large destinations secure their source markets and products

Moderation: Klaus Hildebrandt (fvw)

Discussion with:

Samih Sawiris (Chairman & CEO Orascom Development): Egypt's future in tourism – how secure is the foundation?

Dr. Andreas Andreadis (President SETE and CEO Sani Resort): Greece's way out of the crisis – learning from mistakes?

Vural Öger (Managing Director, V.Ö. Travel): Success story Turkey- at the growth limits?

Álvaro Middelmann (Advisor to the President, Globalia/Air Europa): How can market leader Spain defend its position?