



## **ITB Berlin Media Monday 2023 – Call for Papers 06. March 2023**

The new ITB Media Monday welcomes applications for the HYBRID opening ceremony, held both on- and offline and afterwards available on demand: After the official opening press conference at 10:00 - 11:00 a.m., exhibitor will have the opportunity to get their message out to the world one day before the start of ITB Berlin and book a slot at the stage of the Palais at the Funkturm exclusively for hybrid presentations or press conferences.

We look forward to receiving your application for one of the 3 remaining exclusive slots.

Please note that one of the slots **costs EUR 7,000 (excl. VAT)**.

### **APPLY FOR ITB MEDIA MONDAY:**

Please use this online form to submit your application:

<https://www.itb.com/en/itb-berlin-for-visitors/itb-convention/call-for-papers-media-monday/>

**We are accepting applications until 30th November 2022.**

### **Selection criteria and general eligibility requirements:**

- Promotional company presentations or "case studies" that showcase successes and trends based only on the company's product will not be included in the program of Media Monday.
- The submitted topic idea should not exceed a presentation length of 30 minutes (plus additionally 15 minutes for questions)
- The topic demonstrates topicality and relevance to the international travel and tourism industry.
- The submitted summary/abstract clearly describes the content and learnings of the session.
- The application does not guarantee the proposal's inclusion in the Media Monday program. Messe Berlin's decision is not subject to appeal.
- Unfortunately, the organizer cannot offer remuneration; costs of travel, accommodation, and other expenses will not be covered.
- The conference's preferred language is English. A translation service will be offered from English to German and vice versa.



**Your Audience:**

- On-site: national and international media (trade press, as well as business, tabloid and popular media)
- Additionally, online: free access Live Stream
  - Executives from the tourism industry (e.g., from destination management, business travel, hotel industry, and in-destination services)
  - Decision makers from eCommerce, marketing, product development, sales, and IT
  - International industry representatives
  - Media and Bloggers
  - Young professionals and students

**The following slots can be offered:** 13.00, 14.30 and 16.00 CET

Please note that the allocated time slot should only take up 45 minutes max. The additional time is reserved for assembly and breaks.

**For inquiries about the program & content:**

Opening Press Conference:

[Julia.Sonnemann@messe-berlin.de](mailto:Julia.Sonnemann@messe-berlin.de), [Claudia.Dallmer@messe-berlin.de](mailto:Claudia.Dallmer@messe-berlin.de)

ITB Media Monday team:

[Laura.Wilhelm@messe-berlin.de](mailto:Laura.Wilhelm@messe-berlin.de)