

**WEDNESDAY**  
Outdoor Program

**2<sup>35</sup> p.m.** Start of the Outdoor Program at Immenstadt Castle (Marienplatz 12, 87509 Immenstadt)

**Mountain Biking:** Depart from Immenstadt Castle

**Hiking Adventure:** Shuttle to the valley station of the "Weltcup Express" in Ofterschwang

**Mobile Experience:** Shuttle to Ofterschwang followed by cable car ride on the "Weltcup Express"

**Canyoning:** Shuttle to Winkel in Burgberg

**Disc Golf:** Shuttle to Ofterschwang followed by cable car ride on the "Weltcup Express"

**Archery:** Shuttle to Bolsterlang

**7<sup>00</sup> p.m.** Dinner at the "Schlitte Hitte" in Ofterschwang (Panoramaweg 9, 87527 Ofterschwang)

**10<sup>30</sup> p.m.** Shuttle back to Immenstadt



**THURSDAY PRUNKSAAL**  
Data Analysis & Research Forum

**8<sup>00</sup> a.m.** BREAKFAST (SCHLOSSBAR / REMISE)

**9<sup>00</sup>** Review  
*Hartmut Wimmer (Outdooractive)*

**9<sup>15</sup>** **Keynote:** Being Digital Doesn't Matter. People Remain People – Leadership is the Decisive Factor  
*Barbara Liebermeister (IFDZ)*

**10<sup>00</sup>** COFFEE & SNACKS

**10<sup>20</sup>** The Challenge of Digital Communication: Strategies in a Time of Data and Attention Economy  
*Stefan Möhler (netzvitamine)*

**11<sup>00</sup>** Visitor Guidance in Destinations: Analog and Digital. The Intermediate Results of Our Three Roundtables  
*Dr. Alexander Schuler (BTE)*

**11<sup>40</sup>** LUNCH BREAK: SCHLOSS-REMISE

**1<sup>00</sup> p.m.** Insights About the Open-Data / Knowledge-Graph Project  
*Richard Hunkel (German National Tourist Broad)*

**1<sup>40</sup> p.m.** Best Practice: Bike Project Wallis  
*Adrian Greiner (BikePlan)*

**2<sup>20</sup> p.m.** Giving up the Most Precious Thing in Life  
*Martin Soutschek (Outdooractive)*

**3<sup>00</sup> p.m.** Farewell  
*Hartmut Wimmer (Outdooractive)*

**3<sup>10</sup> p.m.** COFFEE & SNACKS

**3<sup>40</sup> p.m.** Regulars' Table: Open Exchange With Experts

**5<sup>30</sup> p.m.** Dinner: "Allgäuer Käsespätzle"

**THURSDAY DACHGEBÄLK**  
Digital Guest Behavior Forum

**8<sup>00</sup> a.m.** BREAKFAST (SCHLOSSBAR / REMISE)

**9<sup>00</sup>** Review  
*Hartmut Wimmer (Outdooractive)*

**9<sup>15</sup>** **Keynote:** Being Digital Doesn't Matter. People Remain People – Leadership is the Decisive Factor  
*Barbara Liebermeister (IFDZ)*

**10<sup>00</sup>** COFFEE & SNACKS

**10<sup>20</sup>** How the Consumer Defines the Outdoors and When Technology is a Help or Hindrance  
*Christoph Beaufils (ISPO Group)*

**11<sup>00</sup>** The Digitization Concept of Siegen-Wittgenstein as a Model Region  
*Julia Hilpisch (Tourist Board Siegerland-Wittgenstein)*

**11<sup>40</sup>** LUNCH BREAK: SCHLOSS-REMISE

**1<sup>00</sup> p.m.** Brand Management – Digital and Analog – From Brand to Implementation in Destinations  
*Alexander Seiz (Kohl & Partner) und Thomas Stranig (BWS)*

**1<sup>40</sup> p.m.** Storytelling and Experience Design at the Tourist Information Office  
*Matthias Burzinski (destinet)*

**2<sup>20</sup> p.m.** Giving up the Most Precious Thing in Life  
*Martin Soutschek (Outdooractive)*

**3<sup>00</sup> p.m.** Farewell  
*Hartmut Wimmer (Outdooractive)*

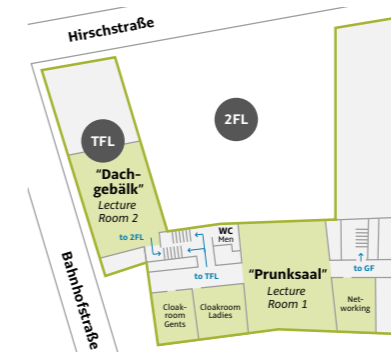
**3<sup>10</sup> p.m.** COFFEE & SNACKS

**3<sup>40</sup> p.m.** Regulars' Table: Open Exchange With Experts

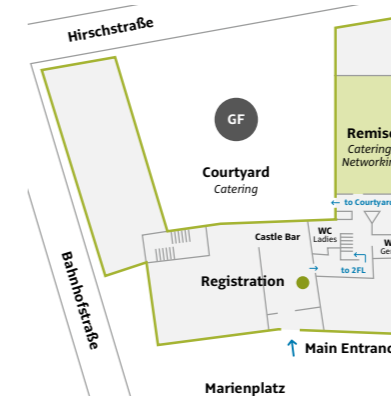
**5<sup>30</sup> p.m.** Dinner: "Allgäuer Käsespätzle"

**CASTLE FLOOR PLAN**

**Upper Floors**



**Ground Floor**



outdooractive

**Outdooractive  
Conference  
2019**

Program  
#oac19

**September 24 – 26**

**TUESDAY**  
Seminar Day

- 8<sup>00</sup>** a.m. REGISTRATION / BREAKFAST
- 9<sup>00</sup>** **Web Analysis, Tracking and Retargeting – Is It Legally Secure?** (Seminar room 1)  
*Niklas Plutte (Law Firm Plutte)*
- The Importance of Emotional Intelligence** (Seminar room 2)  
*Jochen Töpfer (Integration Alpha)*
- Open Data in Operational Destination Management** (Seminar room 3)  
*Prof. Dr. Guido Sommer (University of Applied Sciences in Kempten)*
- 11<sup>15</sup>** **Sustainability Through Digitization in Destinations** (Seminar room 1)  
*Hartmut Wimmer (Outdooractive)*
- The Hiking Quality of Destinations** (Seminar room 2)  
*Liane Jordan, Erik Magut (German Hiking Association)*
- How to Accurately Measure Success** (Seminar room 3)  
*Cornelius Kubik (Outdooractive)*
- 1<sup>15</sup>** p.m. LUNCH BREAK: SCHLOSS-REMISE (GROUND FLOOR)

**1<sup>30</sup> p.m. – 4<sup>00</sup> p.m.**  
3. Round Table: Visitor Guidance for Destinations, Analog and Digital

**TUESDAY**  
Seminar Day

- 2<sup>30</sup>** p.m. **GDPR-Compliance when Handling Electronic Guest Data** (Seminar room 1)  
*Niklas Plutte (Law Firm Plutte)*
- Accessibility in Tourism** (Seminar room 2)  
*Rolf Schrader (DSFT)*
- Create an Outstanding Destination with Innovation, Sustainable Strategies and (Digital) Networking** (Seminar room 3)  
*Karsten Palme und Steffen Gebbeken (COMPASS)*
- 4<sup>30</sup>** p.m. COFFEE & SNACKS
- 4<sup>45</sup>** p.m. **Info Event: The Latest Developments and Products from Outdooractive** (Prunksaal)
- 5<sup>30</sup>** p.m. **The Outdooractive Award Presentation** (Prunksaal)
- 7<sup>00</sup>** p.m. **Get-together** (Castle bar & Courtyard)



**WEDNESDAY PRUNKSAAL**  
Digital Leadership Forum

- 8<sup>00</sup>** a.m. REGISTRATION / BREAKFAST
- 9<sup>00</sup>** **Opening of the Event**  
*Hartmut Wimmer (Outdooractive)*
- 9<sup>10</sup>** **Official Welcome**  
*Allgäu GmbH*
- 9<sup>20</sup>** **Keynote: Digitization in Tourism: Opportunities and Recommendations for Action**  
*Prof. Dr. Christian Laesser (Research Center for Tourism and Transport)*
- 10<sup>05</sup>** COFFEE & SNACKS
- 10<sup>20</sup>** **Digital Leadership in the Age of New Work**  
*Florian Bauhuber (Tourismszukunft)*
- 11<sup>00</sup>** **From a Tourism Destination to (also) Becoming a Digital Community!**  
*Dr. Oliver Ratajczak (Ihre-Kundenbrille.de)*
- 11<sup>40</sup>** LUNCH BREAK: SCHLOSS-REMISE
- 1<sup>00</sup>** p.m. **System Error? Digitization and People.**  
*Bastian Hiller (Teejit - eLearning for Tourismus)*
- 1<sup>40</sup>** p.m. **Knowledge Management in DMOs**  
*Prof. Dr. Heinz-Dieter Quack (Ostfalia University of Applied Sciences Institute for Tourism and Regional Research)*
- 2<sup>20</sup>** p.m. COFFEE & SNACKS
- 2<sup>35</sup>** p.m. **Start of the Outdoor Program**

**WEDNESDAY DACHGEBÄLK**  
Digital Guest Behavior Forum

- 8<sup>00</sup>** a.m. REGISTRATION / BREAKFAST
- 9<sup>00</sup>** **Opening of the Event**  
*Hartmut Wimmer (Outdooractive)*
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*Prof. Dr. Christian Laesser (Research Center for Tourism and Transport)*
- 10<sup>05</sup>** COFFEE & SNACKS
- 10<sup>20</sup>** **Digital Relevance when Choosing a Destination and while on Holiday**  
*Ralf Trimborn (inspektour)*
- 11<sup>00</sup>** **Guest Information and Guest Care – Where Does the Journey Take Us?**  
*Rafael Enzler (gutundgut)*
- 11<sup>40</sup>** LUNCH BREAK: SCHLOSS-REMISE
- 1<sup>00</sup>** p.m. **Out of the Door to Pure Pleasure – Day Tourism, the Underestimated Market Segment**  
*Lars Bengsch (dwif-Consulting)*
- 1<sup>40</sup>** p.m. **The Demand-Oriented Information for Guests at Their Destination**  
*Armin Dellnitz (Stuttgart-Marketing)*
- 2<sup>20</sup>** p.m. COFFEE & SNACKS
- 2<sup>35</sup>** p.m. **Start of the Outdoor Program**

**CONTACTS**



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Official Media Partner



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The lectures on Wednesday and Thursday will be simultaneously translated.  
The seminars on Tuesday will only be in German.