

On Course – Navigating the Future of Learning: 30 years Lufthansa Technical Training

Agenda

September 25, 2025

📍 *Altonaer Kaispeicher, Grosse Elbstrasse 279, 22763 Hamburg*

4:30 p.m. – Guest arrival

Welcome reception with finger food, flyer buffet & sparkling wine

From 4:30 p.m. – Marketplace sessions (optional participation)

Discover, engage and explore key topics shaping the future of learning:

- **Virtual Reality in training**
- **LEVO and 360° spherical panoramas**

5:30 p.m. – Welcome speech

Opening remarks by Marc Wilken, CEO

Or take the opportunity for informal networking during this time.

6:00 p.m. – Dinner

7:30 p.m. – Keynote Speech from Roger Basler de Roca

Roger Basler de Roca, ranked among the Top 100 speakers, is a leading expert in digital business models, artificial intelligence, and data-driven marketing. His keynote explores the digital transformation of learning, showcasing how virtual reality and AI are fundamentally reshaping education. With his clear, engaging, and practical style, he makes complex topics accessible and delivers valuable impulses for the future of learning.

From 8:30 p.m. – Celebration & networking

Live-Band, open-end party, and plenty of time for conversation

The event will be professionally documented by our **photographer, Gregor Schlaeger**. Photographs may be used for internal and external communication, including but not limited to our website, social media, and corporate publications. If you prefer not to appear in any photos, please inform a member of the event team on site.

Travel information

Altonaer Kaispeicher

Grosse Elbstrasse 279, 22763 Hamburg

[Parking - see PDF](#)

Shuttle service: A shuttle bus service will be provided between Altona Cruise Terminal parking (see PDF above) and Hamburg-Altona train station to the event venue (Altonaer Kaispeicher).

No registration is required.

The bus will run as a shuttle – please allow for a few minutes of waiting time between trips.

Outbound (to the event):

One large bus will operate three trips between 4:15 p.m. and 5:10 p.m.:

- 4:15 p.m. – Altona Cruise Terminal parking (Van-der-Smissen-Straße 5) → Altonaer Kaispeicher
- 4:30 p.m. – Hamburg-Altona train station → Altonaer Kaispeicher
- 4:45 p.m. – Altona Cruise Terminal parking → Altonaer Kaispeicher
- 5:00 p.m. – Hamburg-Altona train station → Altonaer Kaispeicher
- 5:10 p.m. – Altona Cruise Terminal parking → Altonaer Kaispeicher

The exact bus stop at Hamburg-Altona train station will be confirmed shortly before the event, as it depends on the current construction situation.

Return (after the event):

One large bus will operate two trips:

- 10:30 p.m. – Altonaer Kaispeicher → Altona Cruise Terminal parking → Hamburg-Altona train station
- 11:00 p.m. – Altonaer Kaispeicher → Altona Cruise Terminal parking → Hamburg-Altona train station

From Hamburg Airport (HAM)

- **By S-Bahn (Suburban Train):**
Take **S1 (direction: Wedel/Blankenese)** directly from the airport to **Hamburg-Altona station** (approx. 45 minutes).
From there, take a taxi (approx. 5 minutes) or walk (approx. 20 minutes) to the venue. Shuttle service information will follow (no registration is required).
- **By taxi or ride-sharing:**
A taxi ride from the airport takes around **35–45 minutes**, depending on traffic.

From Hamburg Central Station (Hauptbahnhof)

- **By S-Bahn:**
Take **S1, S3 or S31** to **Hamburg-Altona station** (approx. 10 minutes).
Then continue by foot (20 minutes) or taxi (5 minutes) to the venue.
- **By taxi:**
The journey takes around **20–30 minutes** from the central station.

From Hamburg-Altona Station to the venue

- On foot: A scenic 20-minute walk through Altona's old town towards the Elbe river
- By taxi: Approx. 5 minutes
- Shuttle service: More information will follow (no registration is required).

Public Transport (HVV)

For up-to-date connections and schedules within Hamburg, we recommend using the **HVV journey planner**: www.hvv.de/en

Getting Around with MOIA

MOIA is Hamburg's electric ride-pooling service – a convenient, sustainable, and affordable way to get around the city. Simply book a ride via the MOIA app and share it with others going in the same direction.

- Operates in most central areas of Hamburg
- Available daily from early morning to late at night
- Download the app here: www.moia.io/en

Hotel recommendations near the venue

Hotel Name	Address	Distance to Venue (km)	Website
<u>GINN Hotel Hamburg Elbspeicher</u>	Große Elbstraße 39, 22767 Hamburg	1.5 km	<u>Visit Website</u>
<u>Clipper Boardinghouse – Hamburg-Holzhafen</u>	Carsten-Rehder-Straße 71, 22767 Hamburg	1.2 km	<u>Visit Website</u>
<u>Leonardo Hotel Hamburg Altona</u>	Beerenweg 1A, 22761 Hamburg	2.7 km	<u>Visit Website</u>
<u>B&B Hotel Hamburg-Altona</u>	Stresemannstraße 318, 22761 Hamburg	3.5 km	<u>Visit Website</u>
<u>IntercityHotel Hamburg-Altona</u>	Paul-Neumann-Platz 17, 22765 Hamburg	2.5 km	<u>Visit Website</u>
<u>NH Hamburg Altona</u>	Stresemannstraße 363–369, 22761 Hamburg	3.0 km	<u>Visit Website</u>
<u>Moxy Hamburg Altona</u>	Kühnehöfe 8, 22761 Hamburg	3.2 km	<u>Visit Website</u>

Special offer

We have reserved a block of **20 rooms** at **Leonardo Hotel Hamburg Altona** exclusively for our event participants. Rooms are available at a special rate of **154 Euro** per night (incl. breakfast). To book your room, please use the keyword **“LTT30Jahre”** when making your reservation to access this offer (DEADLINE: August 25th).

Compliance Disclaimer at events with business partners:

(1) We look forward to your participation in our event. Please note that this invitation is part of our customary hospitality and is in no way intended to influence any business decision. To avoid any appearance of this, please confirm the following:

(a) By accepting this invitation, you do not violate any laws or regulations applicable to you.

(b) Acceptance of this invitation is in line with your employer's internal guidelines.

(c) You have informed your superior and any other responsible person about the acceptance of this invitation and have received the necessary approvals for the acceptance of the invitation in accordance with the specific requirements applicable to you.

(2) For our German guests, the [group company] will of course be happy to take over the taxation of the benefits received from us in connection with the event in accordance with §37b EStG.

Harald Apfelthaler, Head of Quality, Processes and IT

Compliance Disclaimer at events with public officials:

(1) We look forward to your participation in our event. We would like to point out that this invitation has been extended in the context of our corporate hospitality and is not intended in any way to influence an official decision. To avoid any appearance in this respect, we ask you and your employer for the following confirmations:

(a) By accepting this invitation, you do not violate any laws or regulations applicable to you.

(b) Acceptance of this invitation is in accordance with your public office's internal guidelines.

(c) You have informed your superior and, where necessary, other responsible persons that you have accepted this invitation and have received the confirmations necessary for acceptance of the invitation in accordance with the requirements applicable to you.

(2) For our German guests, the [LH Group Company] is pleased to assume the taxes incurred in connection with benefits received from us in course of the event according to §12b EStG.

Harald Apfelthaler, Head of Quality, Processes and IT