

## PROGRAM | MEDIA

**Please note:** The media program is subject to change • All media delegates should check their final itinerary for details of their accommodation, flights, transfers, pre and post touring options and activities.

### FRIDAY 9 MAY | 0900 - 2130 | REGISTRATION | STO DESTINATION SHOWCASE | WELCOME RECEPTION

TIME	ACTIVITY	DELEGATES	SPEAKERS	LOCATION	VENUE
0900-1200	Media registration	Media	N/A	Ocean Edge Room	Grand Chancellor
1200-1230	Media welcome lunch	Media, STOS	TravMedia, Tourism Australia	Terrace	Grand Chancellor
1300-1730	STO Destination Showcase	Media, STOS	STOs, MC: Nick Wayland, CEO & Founder, TravMedia	Arlington Room	Grand Chancellor
1300-1330	Tourism & Events Queensland	Media, STOS	Shelley Winkel, Publicity Manager Nelson Hall, Publicist Hannah Statham, Publicist	Arlington Room	Grand Chancellor
1330-1400	Visit Canberra	Media, STOS	Joanne Barges, PR & Media Services Manager	Arlington Room	Grand Chancellor
1400-1430	Destination NSW	Media, STOS	Sandra Chipchase, CEO	Arlington Room	Grand Chancellor
1430-1500	South Australian Tourism Commission	Media, STOS	Caitlin Jones, PR Advisor Sibil Jhaveri, Publicity and PR Manager	Arlington Room	Grand Chancellor
1500-1515	Afternoon Tea	Media, STOS	N/A	Terrace	Grand Chancellor
1515-1530	Virgin Australia presentation	Media, STOS	Mark Hassell, Chief Customer Officer	Arlington Room	Grand Chancellor
1530-1600	Tourism Northern Territory	Media, STOS	Kate Hudspith, International Media Coordinator Nikkie Mewing, PR Executive	Arlington Room	Grand Chancellor
1600-1630	Tourism Tasmania	Media, STOS	Joshua Iles, Media Relations Coordinator Liza-Jane Sowden, Public Relations Coordinator	Arlington Room	Grand Chancellor
1630-1700	Tourism Victoria	Media, STOS	Zoe Shurgold, International PR Manager Lisa Hunt, Group Manager Destination Communications	Arlington Room	Grand Chancellor
1700-1730	Tourism WA	Media, STOS	Sarah Turnbull, Destination & Events PR Manager	Arlington Room	Grand Chancellor
1830-2130	Welcome Cocktail Reception	All	Tourism Australia, Tourism & Events Queensland	NuNu's Restaurant	Alamanda

## SATURDAY 10 MAY | 0730 - 2200 | INTERNATIONAL MEDIA MARKETPLACE

All activities take place in **Coral Reef Ballroom at the Grand Chancellor** unless indicated.

TIME	ACTIVITY	DELEGATES	SPEAKERS
0730-0845	Registration ( <i>Ocean Edge Room</i> )	All	-
0730-0830	Exhibitors access for set-up	Exhibitors	-
0845-0900	Welcome Address	All	<i>Nick Wayland, CEO, TravMedia</i>
0900-0915	Appointment 1	All	-
0915-0930	Appointment 2	All	-
0930-0945	Appointment 3	All	-
0945-1000	Appointment 4	All	-
1000-1015	Appointment 5	All	-
1015-1030	Appointment 6	All	-
1030-1100	Networking Break ( <i>Terrace</i> )	All	<i>TBA</i>
1100-1115	Appointment 7	All	-
1115-1130	Appointment 8	All	-
1130-1145	Appointment 9	All	-
1145-1200	Appointment 10	All	-
1200-1215	Appointment 11	All	-
1215-1230	Appointment 12	All	-

TIME	ACTIVITY	DELEGATES	SPEAKERS
1230-1415	Networking Lunch ( <i>Sprigs Lawn</i> )	All	<i>Nick Baker, CMO, Tourism Australia</i>
1415-1430	Appointment 13	All	-
1430-1445	Appointment 14	All	-
1445-1500	Appointment 15	All	-
1500-1515	Appointment 16	All	-
1515-1530	Appointment 17	All	-
1530-1600	Networking Break ( <i>Terrace</i> )	All	<i>TBA</i>
1600-1615	Appointment 18	All	-
1615-1630	Appointment 19	All	-
1630-1645	Appointment 20	All	-
1645-1700	Appointment 21	All	-
1700	Media Marketplace Finishes	All	-
1700-1830	Free time	All	-
1900-2200	Poolside Reception	All	<i>Tourism &amp; Events Queensland</i>

## SUNDAY 11 MAY | GREAT BARRIER REEF DAY TRIP (OPTION 1) | FREE TIME (OPTION 2) | NEW MEDIA WORKSHOP (OPTION 3)

New Media Workshop program below. All sessions will be held at **Outer Reef, Grand Chancellor.**

SESSION 1		SESSION 2		SESSION 3	
0820-0830	<b>Welcome and introduction</b> <i>MC: Mark Olsen, EC3 Global</i>	1030-1100	<b>Visual Storytelling: Creating Content That Connects</b> Stories are more than narrative, and as the saying goes, a picture tells a thousand words. In tourism, authentic storytelling and sharing unique tourism experiences are key to marketing products and destinations. That's why Sophie and her team co-create, curate and syndicate content for #HamiltonIsland by building a culture of sharing the beauty of Hamilton Island on social media. In this session you'll discover some of the strategies Hamilton Island uses to build their community and insights on allowing your customers to tell your story for you. <i>Speaker: Sophie Baker, Hamilton Island and qualia</i>	1400-1430	<b>You are a media channel: Creating stories that connect with your consumer.</b> We've all been told that content is king. With the ease of content creation, social media and easy to use devices everyone is creating content. It may be easier to simply create content, but it's getting increasingly harder to create great content. In this session Tim will discuss how to tell stories online in a way that connects with your consumers. <i>Speaker: Tim Duggan, The Sound Alliance</i>
0830-0900	<b>The World's Biggest Social Media Team</b> Tourism Australia has an ambitious goal to use the power of social media to make Australia the most talked about holiday destination in the world. There are officially just three people with 'social media' titles at TA but look a little more closely and in fact the content shared comes from millions of people who interact and enthusiastically help sell the country. <i>Speaker: Jesse Desjardins, Social Media Manager, Tourism Australia</i>	1100-1130	<b>Launching a brand &amp; business through social media</b> With the growing costs of creating a brand new tourism business and trying to avoid expensive domestic and international marketing pitfalls the task today is tougher than ever. In this session Ben talks about the highly successful launch of his new brand and business, Off Piste 4WD Tours, utilising zero-cost social media channels. <i>Speaker: Ben Neville, Off Piste 4WD Tours</i>	1430-1500	<b>The Road Trip 2013</b> In late 2013, Contiki teamed with ten of the world's biggest YouTube celebrities to bring 'The Road Trip 2013' to Australian shores. The second annual Road Trip facilitated the creation a series of videos filmed during their travels and at meet ups with fans. 'The Road Trip' used the power of social media platforms in addition to The Road Trip landing page to project Australia and Contiki onto computer screens, tablets and smart phones throughout the world. <i>Speaker: Katrina Barry, Contiki Australia</i>
0900-0930	<b>#Humanbrochure: How Canberra is using unpaid and unedited social content to drive brand perception change</b> In this session Douglas looks at the innovative Datafication social media research project and how it helped shape a dramatic change in how Canberra and its tourism providers go to market. <i>Speaker: Douglas Nicol, The Works</i>	1130-1200	<b>Fire up your SEO Strategy</b> With so many businesses competing for the top spots in Google, how can you make sure that your customers will see your business? In this session you will learn the fundamentals of SEO, and key easy-to-apply actions that you can implement on your website straight away to improve your site's rankings in Google. <i>Speaker: Paige Rowett, Tourism eSchool</i>	1500-1530	<b>How to turn your social media followers into sales</b> You know social media is a brilliant way to connect with potential and past customers, but is it translating into more sales or visitors for your business or region? In this session you will learn how to use the social media channels you are active on to make more sales, as well as come up with a constant supply of content ideas for your social media channels that your customers love and share. <i>Speaker: Rebecca White, Tourism eSchool</i>
0930-1000	<b>Instagram for Business</b> Instagram has always been a platform well suited to inspiring travel and destination imagery. This session will focus on how to use the right content in the right way to market your destination to a highly engaged and interactive community. <i>Speaker: Lauren Bath, Australia's Professional Instagrammer</i>	1200-1230	<b>The New Consumer: How to connect, influence and convert</b> How has today's customer changed and how do we connect with them? Kim will share insights gained from working with her extensive portfolio of tourism brands, from Voyages and Saffire to the popular 1888 Hotel aka the 'Instagram Hotel'. Learn how to make your digital and social efforts worthwhile by first understanding how modern customers think and behave. <i>Speaker: Kim McKay, Klick Communications</i>	1530-1600	<b>Conclusion and summary of presentation topics</b> <i>MC: Mark Olsen, EC3 Global</i>
1000-1030	<b>Morning Tea and networking session</b>	1230-1315	<b>Show Us Your stuff!</b> Interactive session where our panel of expert speakers will review marketing material submitted by the audience. Websites, social media profiles and PR material...the good, the bad and the ugly will all be up for review. Questions are welcome from the audience! <i>Panel: Jesse Desjardins, Kim McKay, Douglas Nicol, Sophie Baker &amp; Rebecca White</i>	1600-1700	<b>Close of Media Marketplace and Happy Hour</b>
		1315-1400	<b>Networking Lunch</b> All bloggers, partners and industry delegates are invited to attend lunch, with the opportunity to network with the speaking panel and ask questions		