

SUNDAY 11 MAY | 0800 - 1700 | NEW MEDIA WORKSHOP PROGRAM

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

SESSION 1		SESSION 2		SESSION 3	
0820-0830	Welcome and introduction <i>MC: Mark Olsen, EC3 Global</i>	1030-1100	Visual Storytelling: Creating Content That Connects 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	You are a media channel: Creating stories that connect with your consumer. 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	The World's Biggest Social Media Team 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	Launching a brand & business through social media 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	The Road Trip 2013 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	#Humanbrochure: How Canberra is using unpaid and unedited social content to drive brand perception change 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	Fire up your SEO Strategy 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	How to turn your social media followers into sales 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	Instagram for Business 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	The New Consumer: How to connect, influence and convert 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	Conclusion and summary of presentation topics <i>MC: Mark Olsen, EC3 Global</i>
1000-1030	Morning Tea and networking session	1230-1315	Show Us Your stuff! 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 & Rebecca White</i>	1600-1700	Close of Media Marketplace and Happy Hour
		1315-1400	Networking Lunch All bloggers, partners and industry delegates are invited to attend lunch, with the opportunity to network with the speaking panel and ask questions	1630	Industry transfer – Grand Chancellor to Cairns Convention Centre