



## ATE INTERNATIONAL MEDIA MARKETPLACE

9-11 MAY 2014 • PALM COVE, QUEENSLAND



ATE14  
Australian Tourism Exchange  
and Great Barrier Reef  
CAIRNS

# ATE14 IMM NEW MEDIA WORKSHOP

## SPEAKERS AND SESSIONS

The full day **New Media Workshop** is a series of thirty-minute, engaging presentations from ten of Australia's social media and digital leaders. The topics will range from successful industry case studies to useful information that you can use to put your own new media marketing into practice. This includes an overview of how Tourism Australia uses social media, using Instagram for business, firing up your SEO strategy, turning your social media followers into sales and creating content that connects, to name a few sessions. There will also be an interactive panel, where five of the expert speakers will review marketing material submitted by the audience. Running from 8:20am to 4:00pm, the event includes a networking lunch which will provide attendees the opportunity to meet with the speaking panel and ask questions.

*For those operators already exhibiting at **ATE14**, which runs between 11-15 May 2014, transfers will operate between Cairns Convention Centre and Palm Cove.*

**Sunday 11 May 2014** Hotel Grand Chancellor, Palm Cove

## SPEAKERS (IN ORDER OF APPEARANCE)



### The World's Biggest Social Media Team

#### JESSE DESJARDINS

*Social Media & Advocacy Manager, Tourism Australia*

Jesse is an adopted Aussie. Since arriving from Canada in 2006 on a Working Holiday Visa he has become one of Australia's biggest fans, which is fitting that he now manages Tourism Australia's social media and advocacy programs, helping cement Australia as the most followed destination globally on Facebook, Instagram and Google+. He has worked with tourism boards in South Africa, Jordan and Denmark, but still prefers Australia.



### Visual Storytelling: Creating Content That Connects

#### SOPHIE BAKER

*Corporate Communications Director, Hamilton Island and qualia*

With a career spanning two decades, Sophie has rich and varied experience in luxury goods, fashion, lifestyle, retail and publishing. In her current role Sophie is responsible for managing all public, corporate and media relations for Hamilton Island, qualia and the company's other related entities. Sophie was the mastermind behind Hamilton Island's Ultimate InstaMeet in 2012 and Return2Paradise Instameet in 2013, and together with her team, ensured the campaign generated in excess of AUD\$3.5million in earned media. This has been Hamilton Island's most successful below-the-line PR campaign ever.



### #Humanbrochure : How Canberra is using unpaid and unedited social content to drive brand perception change

#### DOUGLAS NICOL

*Creative Partner/Owner, The Works*

Douglas is one of the owners and creative partners at The Works, an independent integrated advertising agency. He is passionate about digital and social media marketing and is the driving force behind The Datafication Project, which for the last 4 years has delivered the first comprehensive analytics on how and why Australians use Instagram and Twitter. Douglas was Chair of Australia's largest industry representative body ADMA from 2006-2008. You can follow him on Twitter at [@MongrelMarketg](https://twitter.com/MongrelMarketg).



### Launching a brand & business through social media

#### BEN NEVILLE

*Owner of Off Piste 4WD Tours*

Ben Neville, owner and operator of Off Piste 4WD Tours, is a local that's grown up running through the vineyards of McLaren Vale and the sun swept beaches of South Australia. Tourism has always been a part of Ben's life, having worked in both Europe and Australia, and most recently at the iconic Ayers Rock Resort. Combining this knowledge with the amazing food and wine found at home in the Fleurieu Peninsula, Ben has built a highly authentic adventure off-road experience that explores the hidden beauty and locations the region has to offer – just like the locals see it.



### Instagram for Business

#### LAUREN BATH

*Australia's Professional Instagrammer*

Lauren is a chef turned photographer thanks to her popularity on the photo sharing application Instagram. Turning her hobby into a career in destination marketing has been a crash course in business, marketing and the art of travel. You can find her on Instagram and Twitter at [@laurenepbath](https://twitter.com/laurenepbath) or Facebook at [www.facebook.com/PirieBathPhotography](https://www.facebook.com/PirieBathPhotography).



### Fire up your SEO Strategy

#### PAIGE ROWETT

*Director & Facilitator at Tourism eSchool*

Paige is a degree qualified marketing strategist with nearly 10 years' hands on marketing project management experience. She specialises in small-medium size business marketing strategy, website strategy, and search engine optimisation. Paige has also facilitated over a dozen face-to-face online marketing workshops in conjunction with the South Australian Tourism Industry Council, and has been facilitating online eCourses via Tourism eSchool since January 2013. Connect with Paige on Twitter [@paigerowett](https://twitter.com/paigerowett)

**MORE SPEAKERS** ▼

## SPEAKERS ...CONT



### The New Consumer: How to connect, influence and convert

#### **KIM MCKAY**

*Founder, Klick Communications*

With over 15 years experience in the media and marketing, Kim McKay is the founder of Klick Communications. In 2008 Kim launched Klick in the knowledge that digital was changing the way brands communicate and has since been consulting on Digital PR and Social Media strategies for a broad range of businesses, helping them develop platforms for future growth and brand evolution.



### How to turn your social media followers into sales

#### **REBECCA WHITE**

*Director & Facilitator at Tourism eSchool*

Rebecca is a degree qualified marketing consultant and a tourism industry specialist. She has extensive knowledge and hands on experience of the marketing opportunities (and also the challenges) tourism businesses face. Content marketing is Bec's specialty; she loves showing the tourism industry how to get their customers to help market their businesses and regions by creating and sharing great content online. Connect with Rebecca on Twitter @becwhiteo



### The Road Trip 2013

#### **KATRINA BARRY**

*Managing Director, Contiki Australia Ltd*

As Managing Director, Katrina looks after the Contiki business in Australia, in addition to overseeing Busabout in Australia and various other youth brands and regional operations. Prior to joining Contiki, Katrina spent 3 years with BT in senior leadership roles in various direct businesses, digital, marketing and customer experience across 17 brands. Previous to that she spent 7 years with the Virgin Group where she held a variety of roles. Katrina holds Commerce and Law degrees from the University of Auckland, and is a member of the Australian Institute of Company Directors.

### MC for the New Media Workshop



#### **MARK OLSEN**

*General Manager, EC3 Global Consulting*

Mark is the GM of EC3 Global Consulting, Australia's longest running dedicated tourism consulting firm. Working in over 80 countries worldwide, Mark and the EC3 team have forged a reputation as leaders in experience development, destination management and sustainable tourism with award winning projects in social media, community engagement, sustainable design and economic development. Mark is a 20 year veteran of the tourism industry and loves to share his experience and the lessons learnt along the way by EC3 and their 1,400 clients world-wide.



### You are a media channel: Creating stories that connect with your consumer

#### **TIM DUGGAN**

*Content Director, The Sound Alliance*

Tim Duggan is the Content Director at the Sound Alliance, the creators of leading online media brands like inthemix, FasterLouder, Mess+Noise and more that are visited by over a million Australians each month. He co-founded Asia's Pacific leading industry event the Electronic Music Conference, as well as websites Same Same and the recently launched pop culture title, Junkee. Tim has been working in the digital space for over a decade, specialising in content strategy, digital marketing and the intersection between brands and consumers.

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

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		