



SEMINAR PROGRAM

TUESDAY, 21ST
AUGUST

**MODERATED BY LIZ
WATKINSON**



11:30AM

THE GROWTH OF THE MOBILE TRAVEL SECTOR

**Speaker: Kaylene
Shuttlewood, Regional
Managing Director, Travel
Counsellors**

Kaylene will introduce the Travel Counsellors ethos and what makes it the most loved home-based travel agency in the world. Her presentation will cover the rise of the mobile travel industry, the role of technology and the future of the travel provider.

1:00PM

SUCCEED WITH DATA DRIVEN SOCIAL MEDIA

**Speaker: Paul Hewett, Director
& Principal Consultant
In Marketing We Trust**

The travel industry is hooked on social media, but as the social landscape evolves to meet the demands of an algorithmic world many travel brands are being left behind. This session will provide travel marketers with a practical guide for using data to stay ahead in the world of social media.

1:45PM

HOW SOCIAL IS TRANSFORMING AUSTRALIA'S TRAVEL & HOSPITALITY INDUSTRY

**Speaker: Rian Smith, Senior Key
Accounts and Partner Manager,
ANZ - Hootsuite**

Join Hootsuite and learn about How Social Media Is Shaping the Customer Experience for Australia's Travel and Hospitality Brands.

You'll learn:

- Strategies and best practices for travel and hospitality brands to drive business results on social
- Research findings and industry insights on how social is driving and transforming the customer journey
- Regional case studies on brands and industry experts who are leading the pack on social

3:30PM

THE RISE OF THE TRAVELLING FOODIE

Speaker: Holly Galbraith, Tourism Marketing Speaker & Podcaster

More and more people across the globe are being motivated to travel with the aim of seeking memorable food or drink experiences.

So how can we better understand and tap into the valuable food tourist? Research from the 2016 World Food Travel Association Food Travel Monitor shows food tourists are more likely to consider food and drink when selecting a destination and are more likely to believe food and drink experiences help in understanding local culture.

Sydney-based food and tourism marketer Holly Galbraith will present at The Travel Industry Exhibition and share insights and marketing tips on better understanding and communicating with the food tourist.

4:15PM

ETHICAL TOURISM

Panel: Neil Rodgers, MD, Adventure World, Simone Clarke, Director Australia & New Zealand of World Animal Protection & Leigh Matthews, Founder & Principal Consultant - ALTO Global Consulting

This session will look into some of the ethical, responsible and sustainable tourism practises across the industry. Attendees can look forward to insight from three leading industry experts in this field.



GET IN EARLY TO AVOID MISSING OUT

THE SEMINARS ARE HELD UPSTAIRS IN THE 'GOLD ROOM' AT DOCKSIDE.

SESSIONS ARE EXPECTED TO BE AT CAPACITY - REGISTER TODAY TO ATTEND THESE SESSIONS!