



SEMINAR PROGRAM

MODERATED BY LIZ WATKINSON

**WEDNESDAY,
22ND AUGUST**



11:30AM THE POWER OF LINKEDIN FOR MICE HOW TO ATTRACT SPEAKERS, SPONSORS, DELEGATES AND THE MEDIA

**Speaker: Dilek Saticieli,
Founder & CEO
Attraction Marketing**

In this session, Dilek will cover how you can use the power of LinkedIn to attract speakers, sponsors, delegates and the media.

- Segmenting your target groups
- How to connect with the right people
- Finding your 'wow' factor
- Simple content strategies
- Creating a Social Media buzz around your event before, during and after your event

You will leave this session with a clear blueprint and a myriad of ideas on how to make your events and conferences a success.

1:00PM AIRBNB FOR WORK

**Speaker: Bond Leung - Head of
Business Travel - Airbnb,
Australian & New Zealand**

The world of business travel is changing. More and more business travellers looking for unique accommodations that match their lifestyles, similar to the authentic experiences that come from leisure travel. By using Airbnb for Work, people can get under the skin of a city by understanding its culture and hidden gems through locals and living in a neighbourhood.

Come join this session and learn more about Airbnb for Work and the new innovative offerings that they will be introducing to the industry. If you are a travel manager or travel professional, you can also learn more about the Airbnb for Work dashboard that have been created to help managers have more visibility to the entire employee travel experience.

Ideal for any type of business trip, whether for extended stays, conferences or group trips, Airbnb for Work can provide the inventory to suit nearly any business travel need.

1:45PM

THE ART OF NETWORKING

Speaker: Julia Palmer, Relational Strategist & Chief Executive - Relatus

This inspiring session will aim to align networking activities with business objectives. The interactive and practical delivery will help participants to increase their confidence, build a stronger reputation and consider a networking strategy aligned to their individual business outcomes.

For over a decade we have worked with all job titles in every industry and below are the challenges most face with networking relationships. We will address and overcome as many as possible in the time allocated for your session to arm your participants with these critical life skills.

3:30PM

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

4:15PM

FUTURE TRENDS, ISSUES, OPPORTUNITIES & ECONOMIC CHALLENGES

Speaker: Dr John Ayoub, Founder - Third Millennium Tourism

This seminar will discuss some emerging growth trends and demands for newer forms of international tourism; as well as:

- Present encouraging data which supports tourism to remote destinations;
- Suggest newer forms of immersive and experiential tourism (using Outback NSW and Sarawak, Malaysia as examples) as alternatives to current forms of tourism (Luxury without the requirement for 5 star expectation).

The seminar will further discuss;

- Infrastructure issues;
- Roadblocks and barriers; and
- Challenges faced by tourism stakeholders, e.g. Travel Agents & MICE Consultants