



Ms. Liz Ward

CEO
ATDW

FACILITATOR
Wednesday, 7 July 2010



Dr. Elisa Backer

Lecturer in Tourism
University of Ballarat

Tourism Online Futures
'Online Masterclass'
Wednesday, 7 July 2010

Biography

Dr. Elisa Backer is a lecturer in tourism at University of Ballarat. She previously lectured at Southern Cross University and before working in academia, Elisa acquired industry experience through working in management positions at three destination marketing organisations. Elisa has also worked as a tourism and marketing consultant, and has also managed the marketing for a large shopping centre complex. Elisa has a particular interest in destination marketing, technology applications in education, and VFR travel and is now considered a leading world expert in the field of VFR travel. She has presented both domestically and internationally at conferences, as well as published in leading international journals. Elisa was awarded the University of Ballarat School of Business "Most Outstanding Teacher" award for 2008. Elisa has a Bachelor of Economics, Graduate Diploma in Business Studies, Bachelor of Business in Tourism (honours), and a PhD.

Abstract

Using Smartphones and Facebook to Market to Generation Y and Z

Technology is now a Key Learning Area in education. Students are encouraged to produce alternative assessments using either traditional or modern methods, including video, blogs, and wiki pages.

Students who are motivated and provided with technology can learn more than in a traditional delivery and this can readily be harnessed for more effective learning. Understanding and applying this in tourism businesses can assist in communicating effectively with Generation Y and Z to optimise tourism marketing in the future. Smartphones and Facebook are two such modern tools that are rapidly increasing in popularity and business application.

Businesses such as Hilton have also seen strong growth in usage through smartphone compatible websites. Based on research undertaken in 2009, it indicates all tourism businesses would benefit from developing smartphone compatible websites and facebook sites for their future marketing.

Mr. Nick Baker

Executive General Manager, Marketing
Tourism Australia

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Abstract

"There's nothing like Australia"

Tourism Australia's new global marketing campaign, There's nothing like Australia, is much more than a 30 second television commercial. Whilst still important, the television ad is only one part of a multi-faceted campaign. The campaign's first phase invited Australians to share their personal stories of where they live and holiday

in Australia, to show the world why they should visit. In the second phase Tourism Australia created a geocoded, interactive and searchable map of Australia, made up of all the things Australians think are special about their country. The map is housed on www.australia.com, which attracts more than a million unique visitors each month, and also at www.nothinglikeaustralia.com.



Mr. Peter Blackwell

CEO
AA Tourism & AAA Tourism

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Peter Blackwell has been playing a role in the tourism industry since 1994 when he operated the NZ Tourism Board's Brisbane office. He moved to the LA office in 1996 and was in charge of the NZTB's Joint Venture programme.

Leaving the NZTB in 1998 he was appointed Group Publisher of WHERE, the world's largest visitor magazine, managing 47 magazines worldwide and sat on the board of New York Convention and Visitor Bureau. In September 2001 he established Tourism Marketing Services and in his first role was Director of New York Rising - the committee formed by Mayor Giuliani and the NYCVB to resolve tourism issues caused by 9/11.

He returned to New Zealand in late 2005 to work for the New Zealand Automobile Association and has established the AA as the dominant advocate and facilitator of domestic tourism. Peter has successfully driven the 101 Must Do's for Kiwis domestic marketing campaign and built AA Tourism to be the leading tourism publisher, web developer and map or navigation producer. He sits on the Board of Qualmark.

In August 2009 he facilitated the partnership between NZAA Tourism and Australia's AAA Tourism and is now CEO of that business. This business is the largest Trans-Tasman publisher and distributor of tourism content via print and online channels and manages the independent Star Rating assessment program in Australia.

Abstract

Can Consumer Opinion be fact?

Where do we audit consumer opinion? Where do we align perception with fact, and use this to improve our operation and raise the performance of our business?

Electronic media is moving in separate directions. Controlled media where tourism content is written by experts or by the individual businesses and so-called social media – the free form aggregation of consumer opinion. How do we merge them without losing control of our brand, whilst accepting that consumers will have opinions and that can positively or negatively impact our revenues?

My presentation will be about retaining some control of social media and using it to answer the questions that your property facilities and pictures can't. It will highlight where social media falls short, where fact can play a role. It will also draw attention to the opportunity we have to change the way traditional travel distribution works and use consumer opinion to bring an end to the payment of commissions.



Mr. Shane Crockett

Managing Director
V3

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Biography

Shane brings over 20 years of experience in tourism, tourism technology, and travel industry dynamics to his current role as Managing Director of V3, where he has been responsible for the development of one of the leading new era open exchange technologies for tourism – OBX.

Prior to V3, Shane was CEO of the Western Australian Tourism Commission. His wide-ranging experience also includes having chaired the Australian Standing Committee on Tourism and the Australian Tourism Chief Executive Officer's Forum.

He has served on numerous government, academic and private sector boards and committees such as the Festival of Perth Board, Screen Industry Taskforce, and the Curtin University Board of Advisors for their Asia-Pacific Masters Program in Hotel and Resort Management. Shane was also Chairman of Rally Australia.

Shane is recognised as one of Australia's foremost tourism proponents, who brings vast knowledge and innovative thinking to the emerging technology and distribution developments of the tourism industry.

Abstract

Staying relevant in the social media age

As a result of changes in the sociability of consumers, driven primarily – and understandably – by the web some key trends are emerging which are impacting on research, search and booking behaviour.

This presentation will look at some of these trends and how they will influence the development of more intuitive ways of searching and booking travel. There is a clear calling for technologies to better align more naturally with the way people think and socialise and we are seeing technology move away from a traditional linear search (primarily based on location and travel dates), towards a more dimensional but highly intuitive search, which aligns with how consumers actually think about travel and who they seek input from.

As part of embracing these trends it will become increasingly important to recognise that content is the name of the game today. So if you can get loads of the right content by people passionate about the product, you're ahead.



Ms. Brooke Formica

Head of Total Travel
Yahoo!7

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Biography

Brooke Formica is Head of Total Travel, Yahoo!7's online travel site, and is responsible for overseeing the growth and development of the site and its audiences. As Head of Total Travel, Brooke is accountable for driving product development, strategic partnerships, and the direction, audience growth and monetisation of the Total Travel site.

Brooke has more than 10 years experience in online, television, print and radio marketing. She has a diverse background in the travel sector, having managed online growth strategies for a number of leading companies in the travel industry including Voyages Hotels and Resorts, Octopus Travel.com as well as marketing activity for Etihad Airways.

Prior to joining Yahoo!7, Brooke was Online Marketing Manager for Accor Australia. In this role she implemented new strategies across Search Engine Marketing, Partnerships, Display Advertising and Campaigns, Tactical and Leisure Campaigns, Customer Relationship Marketing and Content Management which increased traffic to the Accorhotels.com website by 25 per cent.

Beyond her expertise in the travel industry, Brooke has also worked in industries including consumer goods, retail, finance and automotive. She has a particular interest and expertise in what drives consumer behaviour, including all aspects of social media.

Abstract

A Customer Journey – travel and the online consumer

Over the past few years the internet has been embraced as a way to research and book travel experiences for both domestic and international travel. People's online behaviors have evolved over time with social media currently hot and online video on the rise - but what's next for online consumers when it comes to travel? What do people really want from tourism operators when it comes to the online world and how can tourism operators ensure they don't miss the boat.



Ms. Carol Hanlon

CEO
TCFWA / TCF Australia /
Belmont BEC

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Biography

Speaker / Presenter Carol Hanlon has been acknowledged for her community based small business projects with many local, state and national awards since the late 1970's, a fashion designer of her own wholesale, retail, export business in Victoria, Australia for 20yrs. As Founding Manager of non profit community based Belmont Business Enterprise Centre Inc (BEC) in 1994, Textile Clothing Footwear Resource Centre WA Inc (TCFWA)1998, Designedge Fashion Incubator 2003 and TCF Global in 2007.

Carol was awarded Best National BEC Manager in 2004, 2008; elected Local Government councillor City of Belmont; President Australasian Institute of Enterprise Facilitators; President Belmont BPW, nominated WA Citizen of the Year Industry & Commerce category; recognised as one of '100 Champions of WA' by the City of Perth; Graduate Australian Institute of Company Directors.

Abstract

TCF Australia Online Training & Mentoring Project

Presenter Carol Hanlon, CEO, Belmont BEC / TCFWA
TCF Australia Online Training & Mentoring workshop will provide a summary of free opportunities in web site development, web marketing strategies, online sales tools that will increase brand exposure, sales and profitability.

The project will provide information on free access to web site helpdesk, workshops, 'Ask an Expert' forums, online mentoring, network linkages and supply chain databases to ANY eligible small businesses across Australia, including small businesses operating in the Tourism Industry. The project has been supported by Australian government under the Small Business Online program, TCFWA, Belmont BEC, design edge fashion incubator and numerous sponsors, supporters and volunteers.

www.tcfaustralia.com/online The TCF Australia Online workshop will also highlight positive role models of Indigenous fashion & textile designers across Australia using online technologies to build their businesses and showcase their products and talents globally.



Mr. Alan Long

Research Director
Experian Hitwise
Asia Pacific

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Biography

Alan Long is Research Director for Experian Hitwise Asia Pacific. Alan was appointed this position in July 2008. He is responsible for a team of analysts who continually develop online insights across more than 160 industries through monitoring the behaviour of over 3 million internet users on a daily basis.

In this role Alan analyses and interprets industry specific data and trends. He shares this insight and research with clients to help them better understand online consumer behaviour.

Alan is a regular speaker at industry conferences since being appointed Research Director, including presentations at the Interactive Marketing for Financial Services Conference and the Online Retailer Exhibition and Conference. He has also led the development of multiple Hitwise industry reports.

Prior to joining Experian Hitwise, Alan worked as the Victorian Manager for Sensis MediaSmart.

Alan has spent more than 15 years working in the digital marketing space as a publisher, consultant and strategist, for companies such as Text Media, BMC Media and McCann Erickson.

Abstract

There's nothing like Online

A look at the Australian Travel Landscape online. Reviewing trends in website visitation, search trends (including paid and organic), popular destinations, hot topics and key traffic drivers, including the increasing influence of Social Media and how some companies are leveraging conversations to maximise engagement and sales.



Mr. Daniel Lynn

Managing Director
Expedia Asia Pacific

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Biography

Daniel Lynn is Managing Director, Expedia Asia Pacific, subsidiary of Expedia, Inc., the world's largest online travel company.

Based in Sydney, Dan leads the development and operations of the four Expedia-branded sites in the Asia Pacific region (Australia, New Zealand, Japan and India) and oversees the Asia Pacific growth strategy for Expedia Worldwide, the Expedia, Inc. business group responsible for all 19 Expedia-branded sites across the globe.

Dan previously served as Vice President, Search Engine Marketing for Expedia and Hotels.com® Worldwide. Prior to that role, he was Expedia's Director of Strategy and Customer Insight, during which time he led a team of business analysts, statisticians and strategists instrumental in the evolution of Expedia's global market position.

Before joining Expedia in 2005, Dan worked for London-based Smedvig Capital, where he handled the management and operation of the portfolio companies of the Smedvig fund. Before that, he was an analyst with McKinsey & Company, focusing on strategy, operational improvement and corporate finance for McKinsey clients.

Dan holds a degree in Economics and Management from Oxford University.

Abstract

Extending reach beyond borders

Online distribution allows you to reach more people and fast. While the Australian domestic hotel and travel market is not expected to grow substantially, online will. In fact Australia and NZ is leading online penetration in the region and continues to grow, by 22% alone in 2009 according to Phocuswright. But it doesn't have to stop there. Embracing the web and online distribution opens up new marketplaces and customers for hoteliers and travel providers well beyond our shores.



Mr. Andrew McIntyre

Chief Information Officer
ATDW

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Biography

Andrew McIntyre (BIT), Chief Information Officer of the Australian Tourism Data Warehouse and has working for the organisation for 8 years. He has been involved with the organisation since its formation in 2001. In his position he is responsible for IT strategic leadership for the organisation that provides intelligent content distribution, data warehousing, mobile content syndication and business intelligence solutions for the Tourism Industry.

Prior to this position he held positions at Amadeus and in the aviation industry.

Abstract

Disruptive technology and adaption

A journey into the exponential growth of technology ahead of us and how disruptive technologies will rapidly change the tourism industry in the future.

Practical examples of the disruptive technologies will be featured in the presentation by showcasing the recent growth and successes in mobile technologies.

The presentation will draw on research compiled from organizations recognized as innovative world leaders, by sharing insights taken directly from industries and companies based in Silicon Valley, California through to Switzerland.

The presentation will provide questions and answers for the tourism industry on how best to adapt and prepare for the changes ahead.



Ms. Donna Meredith

Managing Director
Keystone Corporate
Positioning

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Biography

Since co-founding Keystone in 1997 Donna and her team have designed and managed strategic brand, marketing, and cultural change projects for more than 100 organisations both within Australia and overseas, and also provided specialist consultancy services to airlines and tourism organisations nationally and internationally on aviation, digital and distribution issues.

Prior to Keystone she was with Qantas where her last role was as Group Brands Manager/Manager International Product. Her responsibilities included complete re-imagining of the merged airline (new aircraft interiors, lounges, airports and print material) and ongoing responsibility for all aspects of the Qantas brand and the design and delivery of the international product (on the ground and in the air).



Ms. Laurel Papworth

Social Media Strategist

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Biography

Laurel has been named Head of Industry, Social Media (Marketing Magazine) and her blog LaurelPapworth.com has made her the #5 blogger in Australia (B&T Magazine) and in the Top 150 Media/Marketing blogs in the world (AdAge USA).

She has been creating and managing online communities for over 20 years, including IRC, Usenet, Ultima Online forums and inworld game moderator management. Laurel has taught social media marketing courses since 2005 and consults on blog, Facebook, and Twitter courses to business and Government around the world, as well as keynoting at international conferences on social media. Laurel has 22,000 followers on her [@SilkCharm](https://twitter.com/SilkCharm) Twitter account

Abstract

Social Media Strategies

This session shows how to set up a Social Media News Room to maximise Press Releases and promotional content into online communities and to journalists in traditional media.

In particular how a free tools can be used to provide relevant social media content to influencers for distribution through their social networks. We also look at how to integrate Facebook, Twitter and other sites into a uniformed strategy, rather than just have individual pages doing their own thing. By using badges and tools, it's possible to reduce the time updating and managing all these social media sites into one overall strategy. This session also covers the future directions of social media including tourism destination based game Foursquare and how it might just beat Facebook and Twitter at their own game.

Mr. Stephen Poole

Director
Ecological Planning and
Assesment Pty. Ltd.

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Biography

Stephen Poole is an Environmental Scientist and Director of Ecological Planning and Assessment Pty. Ltd. He has over 21 years experience across a wide range of related environment fields. This includes ecological/environmental planning and assessment, strategic conservation initiatives, environmental marketing, sustainable design, comparative biodiversity evaluation, ecotourism, bushland acquisition, wildlife management, and securing specialised funds for ecological initiatives. Stephen has been a best selling author, presented on education/TV programmes and is the originator of the Noosa Biosphere Reserve concept. Stephen was invited by UNESCO to present the biodiversity/natural history case for the Noosa Biosphere Reserve at a function in Paris in 2007

Abstract

EcoRanger – The Future Evolution of Technology in Ecotourism

The adaptation and enhancement of technology is necessary to meet the requirements of an increasingly technology aware market, which responds to high quality and detailed interpretive content for natural areas. This paper provides a detailed overview of a soon to be deployed, handheld educational self-guided tour device, called EcoRanger, initially to be focused on walking tours of natural areas. This paper will utilise content and examples drawn from the EcoRanger pilot location. The EcoRanger is a self-guided GPS actuated handheld computer platform, with customized tour content.

The EcoRanger has a rugged/armoured shell protecting an interface, which includes media player functionality. Specialized content is tailored to multiple levels of detail. Brief commentary will be made on the techniques for content protection. The platform's functionality to provide the operator with specific and detailed reports of user access of features at each location and the frequency and duration of such access will be examined.

The opportunity of such functionality to provide for continuous improvement capability, and the tailoring and enhancement of those aspects utilized by the majority of users will be discussed. The challenges in finding technological solutions to the specific content requirements for the pilot tour - to provide an enhanced visitor experience - will also be addressed. The potential of the platform for advertising and promotions suitable or compatible with the content type will be considered. Commentary will be made of the potential for future adaptation of the EcoRanger platform, (and its technological capabilities,) for deployment into various other niches across the spectrum of nature-based tourism and broader tourism potential.



Mr. Robert Ryan

Principal Consultant
Oscar Business Solutions

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Biography

Rob started his working in the digital area with a global utility company in Melbourne back in 1999 – the era when CEO's where saying "I don't know what this internet thing is but I want to be involved".

Working with airlines, finance companies, tourism organizations and agencies through the evolution of the digital environment Rob has maintained a focus on the core question "How do these new opportunities fit strategically with my business?" This includes the fast approaching mobile internet boom.

Rob provides strategic advice to boards and CEO's on how to increase customer interaction and engagement through the digital environment and has recently joined forces with one of Australia's most awarded digital creative hot shops - Cru Digital - to bring strategically relevant, creative excellence to the local market.

Abstract

How to take your digital message on the road. Practical Mobile, IPAD, Android and iphone applications for your business

Sure you can make your Iphone sound like a light saber but how do you make it sell more rooms.

Your customers are just waking up to the fact that the phone in their hand is a far more powerful tool than they first thought. With over 1 billion app downloads from Istore and the introduction of the android platform the consumers use of mobile and handheld technology is about to explode.

And then there is the Ipad.

Rob will go through some of the latest mobile trends, devices and applications and provide practical advice that makes sense for your tourism business.



Mr. Jonathan Sharp

Senior Project Officer
Service Skills Australia

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Biography

Jonathan's career path has been varied and winding! He started as a chef in the UK which opened international doors in the form of a season working in Spain, one in Canada and a year at Walt Disney World in Florida.

Travel was a more powerful driver than anything and in 1994 Jonathan "ran away to sea" joining an international cruise line as a junior hotel officer, with a motivation of getting someone else to pay for me to travel around the world. 11 years later he had advanced to Hotel Manager, designed the inductions and training for new international officers and project managed the manning up of new ships and large full ship charters.

Coming ashore Jonathan spent three years as National Sales Manager for a General Sales Agent selling to and training retail and wholesale travel agents on premium outbound products.

Now this experience is being put to use with Service Skills Australia looking at the national qualifications within the service industries.

With a new born baby and the ownership of an entertainments business on the side, Jonathan enjoys a busy life!

Abstract

Skilling Australia for the Changing Face of Travel Distribution.

Has the way that outbound travel and tourism is sold changed? Is the online environment really going to replace the bricks and mortar retail travel agent? Are the qualifications within tourism still relevant and current to the job outcomes of both face to face service and online distribution?

The value of the various nationally accredited tourism qualifications will be examined and the question asked of what should an employer look for on a CV and the development of the qualifications to keep up with the future industry changes.

An opportunity for feedback around the skills needed and the training available will be given.