

Monday, 17 August 2009

Tourism Online - Marketing and Distribution

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Tourism Futures' Tourism Online forum is known for its world class speakers and opportunities for delegates to learn, discuss and engage with leaders in international and national marketing, technology and distribution. Delegates will obtain insights into the latest trends, technology and tools. This forum aims to propel delegates' understanding of where the industry is at, and where it is headed into the future – identifying opportunities and challenges for those who recognise the critical role of tourism online. Speakers will address the emergence of new communication technology, changing consumer patterns of researching and purchasing travel. This workshop is essential for all tourism marketing and IT practitioners.

Facilitator

Liz Ward, CEO, Australian Tourism Data Warehouse

9.00 - 9.30 Michael Walmsley, General Manager, Hitwise

To be confirmed

9.30 - 10.00 Harry Zaphir, Director, bytguide.com

The Future of Marketing is NOW - connecting with Bright Young Things

10.30 - 10.30 A/Prof. IanYeoman, Futurologist, Victoria University of Wellington

Image a world in 2050 and think beyond the clouds

10.30–11.00 Morning Tea

11.00 - 11.30 Eden Shirley, Director, Isntmedia.com

The commercial application of ATDW

11.30 - 12.00 Chris Chambers, Director of Digital Marketing, Tourism Queensland

The Islands of the Great Barrier Reef: A digital perspective

12.00 - 12.30 Panel Discussion - Tourism Online

12.30–13.30 Business Lunch

13.30 - 14.00 Shane Strudwick, Director, Discover Murray River

Community driven tourism networks

14.00 - 14.30 Rowan Sproule, Director of Strategy and Operational Performance, Tourism Tasmania

Online distribution - the game has changed

14.30 - 15.00 To be confirmed

15.00–15.30 Afternoon Tea

15.30 - 16.00 Laurel Papworth, Social Networks Strategist

To be confirmed

16.00 - 16.30 Claire Hatton, Head of Travel, Australia & New Zealand, Google

The Present and the Future for the Online Travel Consumer

16.30 - 17.00 Panel Discussion - Tourism Online