

Monday, 17 August 2009

Business Events Tourism

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Obtain briefings on successful methods to build the Business Events Tourism market in your destination. Gain insights into future trends in this vital market segment. Topics to be covered include whether going green is good for business, is Australia a leader in Corporate Social Responsibility in Business Events, competition for market share and understanding trends in the Business Events sector in the Asia-Pacific, emerging trends and opportunities for the Business Events sector, and the potential to position Australia as a Gateway to Asia through Business Events.

Facilitator

To be confirmed

9.00 - 9.30 Prof Leo Jago, Director,
Centre for Tourism and Services Research, Victoria University

9.30 - 10.00 Mr. Mike Cannon, Executive Director,
Assoc of Australian Convention Bureaux Inc

10.00 - 10.30 To be confirmed

10.30–11.00 Morning Tea

11.00 - 11.30 Joyce DiMascio, Head of Business Events Australia, Tourism
Australia

11.30 - 12.00 Andrew Chapman, Director, Tropical Energy Solutions
Green is not a luxury colour. Examples of Australian business benefiting from an
affordable green approach.

12.00 - 12.30 Panel Discussion - Business Events Tourism

12.30–13.30 Business Lunch

13.30 - 14.00 Mr Trevor Goldstone, CEO, Townsville Enterprise Limited
Bureau

14.00 - 14.30 Ruth Appleby, Conference Manager, Newcastle Convention

14.30 - 15.00 To be confirmed

15.00–15.30 Afternoon Tea

15.30 - 16.00 To be confirmed

16.00 - 16.30 To be confirmed

16.30 - 17.00 Panel Discussion - Business Events Tourism