



**THURSDAY 16 FEBRUARY 2017**

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
08.00 – 08.40	<b>Conference registration</b>	
08.45 – 08.50	Welcome by MC	<b>Virginia Haussegger</b>
08.50 – 09.00	Opening Address	<b>Andrew Barr, MLA</b> ACT Chief Minister
09.00 – 09.45	<p><b><i>Converting the appetite for Australia's tourism offering</i></b></p> <p>Tourism Australia's Managing Director will share the latest information on the industry's performance and future opportunities. Find out what is driving consumer demand in key international markets.</p>	<b>John O'Sullivan</b> Managing Director, Tourism Australia
09.45 – 10.15	<p><b><i>Building on the momentum: One Good Thing After Another in 2017/18</i></b></p> <p>After the launch of the new <i>One Good Thing After Another</i> marketing platform in 2016, hear about the key achievements to date and also the plan for the next 12 months.</p>	<p><b>Douglas Nicol</b> Creative Partner &amp; Director, The Works</p> <p><b>Katherine Fraser</b> Group Marketing Manager, VisitCanberra</p>
10.15 – 10.45	<b>Morning tea</b>	
10.45-11.30	<p><b><i>Let's get stuck in now!</i></b></p> <p>More than ever, local tourism has the opportunity to flourish. Learn how Canberra can harness this moment with exciting events and leap ahead with fabulous economic benefits for all!</p>	<b>Louise Withers</b> Director, Louise Withers & Associates
11.30 – 12.15	<p><b><i>Marketing the Tigerair way</i></b></p> <p>Learn about Tigerair's marketing strategy and tactics in a low cost carrier framework, from the success of market launches like Canberra-Melbourne to new ancillary products and a snapshot of what's next for Tigerair.</p>	<b>Adam Rowe</b> Commercial Director, Tigerair Australia
12.15 – 13.15	<b>Networking Lunch</b>	
13.15 – 14.00	<p><b><i>Outdoors &amp; nature based tourism</i></b></p> <p>Hear about some of Australia's most loved – and most iconic – natural attractions. Director of National Parks, Sally Barnes, will reflect on the importance of connecting with nature, and advise the steps that Parks Australia is taking to increase awareness and interest of our world-famous landmarks.</p>	<b>Sally Barnes</b> Director of National Parks, Parks Australia



14.00 – 14.45	<p><b><i>Technology and Innovation: what, why and how</i></b></p> <p>In the last 15 years, 52% of Fortune 500 companies have disappeared. Between 1955 and today, the average 'life expectancy' of a company has dropped from 75 years to just 15. Explore four macro trends which are currently emerging and will soon be commonplace, see examples of them in play and hear how we see these evolving and shaping our world.</p>	<p><b>Erik Hallander</b> Regional Mobile &amp; Innovation Director, Isobar</p> <p><b>Sam Sterling</b> Executive Strategy Director, Isobar</p>
14.45 – 15.15	<p><b><i>Afternoon tea</i></b></p>	
15.15-16.00	<p><b><i>Stepping it up – turning your region into the destination of choice</i></b></p> <p>Strengthening partnerships and collaboration can make all the difference between a region that is seen as a collection of products or the perception of a vibrant destination in itself. Learn how with the right strategy, a region can lift its performance, achieve greater cut-through in the marketplace and deliver a better outcome for the visitor economy.</p>	<p><b>Carl Solomon &amp; Charlotte Prouse</b> Partners, Destination Marketing Store</p>
16.00 – 16.45	<p><b><i>Wellington: the past, present and future of the 'coolest little capital'</i></b></p> <p>After launching the 'Absolutely Positively Wellington' slogan, Wellington began its journey to become named 'the coolest little capital' by Lonely Planet in 2011, upgraded to 'the coolest little city in the world' by Vogue in 2015. How Wellington transformed itself from a place 'best seen in the rear view mirror'.</p>	<p><b>David Perks</b> General Manager - Venues and Project Development, Wellington Regional Economic Development Agency</p>
16.45 – 16.55	Wrap up	<b>Virginia Haussegger</b>
16.55 – 17.05	Close	<b>Ian Hill</b> Executive Director, VisitCanberra
17.05 – 18.00	<b><i>Networking drinks</i></b>	



**FRIDAY 17 FEBRUARY 2017**

<b>Time</b>	<b>STREAM A</b>	<b>STREAM B</b>
08.30 – 09.00	<b>Plenary sessions registration</b>	
09.00 – 10.20	<p><b><i>Achieving financial sustainability through cultural tourism</i></b> Simon Spellicy, Founding Partner Sandwalk Partners</p> <p>Learn about the commercial engagement strategies Sandwalk develop for cultural institutions to help them create sustainable revenues, including from new local, domestic and international audiences, by developing commissionable products for the tourism sector.</p> <p>The focus of the discussion will be on developing market ready, commercial visitor experiences that are aligned and integrated with your core cultural purpose. A key facet is the curation of existing assets to create new and value adding experiences and developing cooperative, strategic partnerships with other institutions, content providers and commercial operators.</p>	<p><b><i>Making an impact with content marketing &amp; social media</i></b> Todd Wheatland, Global Head of Strategy King Content</p> <p>Be immersed in the fast-changing world of digital publishing. Separating hype from reality, Todd Wheatland, Global Head of Strategy, King Content, will take you from theory and case studies through to practical tips and techniques that you can implement in your own business.</p> <p>The session will cover an introduction to content marketing and social media, including industry case studies and evolving trends from curation to user-generated content.</p>
10.20 – 10.40	<b>Morning tea</b>	
10.40 – 12.00	<p><b><i>Innovation – it's not just an app</i></b> Ali Uren, Director Kiikstart</p> <p>While tourism will continue to see advancements in IT there are still enormous changes, growth and advancements that can be made in terms of the style and manner in which a tourism product or service is delivered to a market.</p> <p>Spend time as part of this session discovering how to cost effectively build a really innovative, hands on memorable experience for the guest and your brand that is not 100% reliant on apps and IT but uses it as a means to create measurable, innovative points of difference.</p> <p>Understand what is innovation, why do it and how to make it a reality for your business.</p>	<p><b><i>Developing your content marketing strategy – and measuring its success</i></b> Todd Wheatland, Global Head of Strategy King Content</p> <p>In this deep-dive, Todd Wheatland, Global Head of Strategy, King Content, will guide you through a structured approach for developing a content marketing and social media strategy, as well as the measures you should really be focusing on for success.</p> <p>Learn a simple framework for developing your strategy and what – and how – to measure results that make a business impact.</p>
12.00 – 13.00	<b>Networking Lunch</b>	