



| Time | Topic | Speaker |
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| 08.00 – 08.30 | <i>Conference registration</i> | |
| 08.35 – 08.45 | Welcome by MC | Tim Shaw |
| 08.45 – 08.55 | Opening Address | Andrew Barr ACT Chief Minister |
| 08.55 – 10.15 | <p>Identifying Canberra’s leisure tourist customer</p> <p>The first step in becoming a truly customer centric organisation is to clearly identify your customer. In this session, discover who is coming to Canberra and why. Snapcracker and VisitCanberra will share insights from the domestic customer segmentation research project. Tourism Australia will present the key findings of their ongoing High Value Traveller segmentation project.</p> | <p>Andrew Wolstenholme & Claire Duffy Snapcracker Research + Strategy</p> <p>Katherine Fraser VisitCanberra</p> <p>Phillipa Harrison Tourism Australia</p> |
| 10.15 – 10.40 | <i>Morning tea</i> | |
| 10.45 – 11.30 | <p>From print to mobile and beyond: the evolution of Lonely Planet’s traveller-first philosophy</p> <p>Lonely Planet’s Director of Sales and Marketing, will take you through their traveller-first philosophy, how it has evolved, and how it now manifests in campaigns such as the annual selection of Lonely Planet’s Best in Travel top 10 lists.</p> | Chris Zeiher Lonely Planet |
| 11.30 – 12.00 | <p>Where tourism and conservation meet</p> <p>Port Arthur Historic Site’s vision is to be globally recognised for excellence in telling the Australian convict story through outstanding conservation and tourism experiences. Discover how the award-winning Port Arthur site uses research to ensure their experiences continue to meet the ever changing needs of visitors to Tasmania and to attract new markets.</p> | Anne McVilly Port Arthur Historic Site Management Authority |
| 12.00 – 12.30 | Panel discussion | <p>Phillipa Harrison Tourism Australia</p> <p>Katherine Fraser VisitCanberra</p> <p>Shane O’Leary Destination Southern NSW</p> |

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| 12.30 – 13.25 | Networking lunch | |
| 13.30 – 14.15 | Redefining Holden Gain an insight into how GM Holden is evolving to meet the changing needs of consumers, pushing the boundaries of the category conventions we know, and repositioning the brand as a more modern, progressive and relevant brand for Australia. | Natalie Davey General Motors Holden Australia |
| 14.15 – 14.45 | Riding the tech wave and what this means for your customers Learn about the tech-driven trends that are transforming the tourism industry and how you can leverage today's technology to your advantage. Discover the surprising differences in the path-to-purchase journey of digital shoppers in Australia, China and Japan and how you can better target your own customers based on these trends. | Alejandro Moxey & Vanessa Rodriguez Expedia |
| 14.45 – 15.10 | Afternoon tea | |
| 15.15 – 16.00 | Using immersive technologies to engage audiences Antony will discuss the evolution of business economies and how they have influenced customer engagement and interaction over time. Learn how new, immersive technologies such as Augmented Reality, Virtual Reality and Mixed Reality are aiding consumers to experience brands in new innovative ways now and in the future. | Antony Arena Unbound Group |
| 16.00 – 16.45 | Leisure and lifestyles of Canberra's key source markets Bernard Salt dissects the 2016 Census to examine the markets most closely associated with visiting Canberra from within Australia. Discover who has the time and the leisure income to visit Canberra and learn how households in different income categories allocate spending to leisure and travel pursuits. | Bernard Salt AM The Demographics Group |
| 16.45 – 16.55 | Wrap up | Tim Shaw |
| 16.55 – 17.00 | Close | |
| 17.00 – 19.00 | Networking drinks | |



| Time | STREAM A | STREAM B |
|---------------|--|--|
| 08.30 – 09.00 | <i>Plenary sessions registration</i> | |
| 09.00 – 10.20 | <p>“Ummm... How did you get here?” Customer journey mapping for tourism and destination marketing Todd Wright, Threesides Marketing</p> <p>Your customer just turned up. The next part of the conversation goes a little like this “How did they get here, how long did they take to find us, what did they do or buy from us, how long are they staying and where are they going next?”. So many questions – and most businesses (large and small) don’t know how to find the answers.</p> <p>Understanding your customers’ journey, knowing the speed, dealing with the competitive challenges along the road and smoothing their path are some of the skills you need to get the right customers to your door (or website, shop, region, winery, cafe etc). This workshop will take you on a journey that shares the process, skills and tips for researching, mapping and building customer journeys into your marketing plan to make better, faster and more profitable decisions.</p> | <p>Accessible tourism masterclass - everything you need to know about market size, creating inclusive experiences, customer service and marketing Bill Forrester, Travability</p> <p>Travel is all about ‘the experience’, which should ideally be seamless from planning to arrival back home. Unfortunately for people with disabilities, the tourism industry does not always recognise their needs, wants and desires in providing experiences, accommodations and services.</p> <p>This workshop will increase your understanding of the market for inclusive and accessible tourism, and help you assess where your business is at. You will gain the tools you need to consider important steps you can take in your customer service approach, information provision, product development, and marketing to make your offering inclusive to all people; as well as advice and resources for considering physical infrastructure options and adaptations you can make to increase accessibility at your business or event.</p> |
| 10.20 – 10.40 | <i>Morning tea</i> | |
| Time | STREAM A | STREAM B |
| 10.40 – 12.00 | <p>Intro to the key Chinese social media apps – WeChat & WeiBo Lewis Jones & Minwen Huang, China Connex</p> <p>In China there is no Facebook, Twitter, PayPal, Instagram, or Google. But China is arguably better served by the ubiquitous apps, WeChat and Weibo.</p> <p>In this session, discover how to get started on these social media platforms and what matters to your Chinese target audience. Learn what to do, and what not to do on WeChat.</p> | <p>Online Distribution: An introduction and insight Shannon Saines, Fabio Ribeiro & Rachael Glendinning, Expedia</p> <p>How do you best decide which online platform to distribute your product or service? What benefits do you get and how much will it cost you? Hear how the team at Expedia distribute your product or service and how they target consumers across a multitude of brands. Learn about which consumers are travelling to Canberra and what they are seeking so you can better align your product or service to the ever-changing consumer needs.</p> |
| 12.00 – 13.00 | <i>Networking lunch</i> | |