2015 CONFERENCE PROGRAM

WEDNESDAY — 05.08.2015

8.00am
Arrival & Registration

9.00am
Welcome & Housekeeping
Alastair Loxton—Conference Host

Keynote Speaker
Bryan Frawley—Director

10.00am
2014/15 Recap
Tony Shine—General Manager

Morning Tea

11.00am
Guest Speakers

THERESI PHILLIPS—DIRECTOR OF INDUSTRY DEVELOPMENT, TOURISM & EVENTS QLD
Australia’s Accredited VIC’s: Strategic Directions Paper

LIZ WARD—CEO, TOURISM TRIBE
Dragging Operators into the Online Starting Gates

12.00pm
Lunch

1.00pm
Panel Discussions

1. CHALLENGES FACING TOURISM CENTRES & STRATEGIES TO OVERCOME THEM
2. AFFILIATES—WHO THEY ARE, WHAT THEY DO & HOW YOU CAN WORK WITH THEM

2.00pm
What’s Next?

3.00pm
Afternoon Tea

4.00pm
Case Studies

MEMBERSHIP ENGAGEMENT
Juanita Bloomfield—Noosa VIC

SALES CONVERSION & STAFF ENGAGEMENT
Grant Hawkins—Byron Bay Accomm

GOING GOLD
Trevor Cox—Tourism Top End

DIGITAL MARKETING FOR 2015
Alastair Loxton—01alchemy

Day One Wrap Up

5.00pm
Free Time

7.00pm
Networking Dinner
SkyPoint Observation Deck, Lvl 78, Q1 Building

10.00pm
FINISH

Networking Dinner
SkyPoint Observation Deck, Lvl 78, Q1 Building
### 2015 CONFERENCE PROGRAM

**THURSDAY****

**FRIDAY**

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<th>Time</th>
<th>Thursday Activities</th>
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<tr>
<td>8.00am</td>
<td><strong>Arrival</strong></td>
<td><strong>One-on-One Consultations</strong></td>
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<td>9.00am</td>
<td><strong>Rotating Workshops—Round 1</strong> 30 minutes per session</td>
<td><strong>One-on-One Consultations</strong></td>
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<td>11.00am</td>
<td><strong>Rotating Workshops—Round 2</strong> 30 minutes per session</td>
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<td>• BOOKEASY DISTRIBUTION NETWORK</td>
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<td><strong>Lunch</strong></td>
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<td>1.00pm</td>
<td><strong>Best Practice with your Bookeasy console</strong></td>
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<td><strong>Conference Wrap Up</strong></td>
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