

# USING ENGAGEMENT TO GROW YOUR TOURISM BUSINESS

Customer Engagement, Digital Engagement, Industry Engagement

Thursday, 26th September

**8.30am - 9:00am Registration and Networking**

**9.00am – 9.15am**

**Welcome by Tas Webber General Manager of Mackay Tourism**

**9.15am – 9.20am**

**Conference Opening - Mayor Greg Williamson**

**9.20am – 10.15am**

**Inviting the World to Experience the Best of Queensland**

*Racheal Kliitscher – Destination Director Great Barrier Reef – Tourism and Events Queensland*

With the ever-increasing influence of social media on the tourism industry and 93 per cent of global travellers saying their booking decisions are impacted by online reviews, TEQ is embarking on an experience-focused marketing approach to remain competitive and grow our share of the global travel market. The Best of Queensland Program is a new initiative to help industry keep pace with the changing needs and wants of consumers, and Racheal will share some tips on how tourism operators can make the best of their online presence, social media and customer reviews.

**High Value Travellers – How Mackay Can Deliver Exceptional Visitor Experiences**

*Kimberley Goulter – Experience Strategy Leader Tourism and Events Queensland*

Through the insights gained from detailed consumer research, and in studying the global shift from a services-based economy to an experiences-based economy, we have learned that travellers are not just tourists wanting to consume products – they want to experience and emotionally connect with real and authentic people, places and cultures in ways that are memorable and meet their personal preferences. Kim will share insights from TEQ's customer value proposition work, and how understanding a customer's journey to Mackay can help to deliver great experiences for the destination.

**10.15am- 11am**

**Tourism Australia - Creating Your International Opportunity**

*Dominic Mehling – Industry Relations Manager – Tourism Australia*

As well as providing an overview of the strategic direction and Tourism Australia's current marketing campaigns, Dominic will cover the practical ways that regional operators can engage across TA's platforms and opportunities including market reporting, social media content, and the Aussie Specialist program.

**11am – 11.15am MORNING TEA**

**11.15am- 11.45am**

**Growing Together with Booking.com**

*Joanne Whitby-Lee – Accounts Manager Booking.com*

With a mission to empower people to experience the world, Booking.com invests in digital technology that helps take the friction out of travel. We believe that all great properties deserve to be discovered. Join your local market manager, Joanne Whitby-Lee, to learn more about trends we see in the market, and ensure you are getting the most out of your property's listing on Booking.com.

**11.45am – 12.15pm**

**Bringing New Concepts to the Regions**

*Donny Fraser is the Director of the Australian Skateboarding Community Initiative, Board Member of the Australian Skateboarding Federation, and on the 2020 Tokyo Skateboarding Commission with the Australian Olympic Committee*

Donny is the event organiser for Etnies Rumble on the Reef and will be sharing his valuable knowledge on expanding and building a framework for your regional event and creating unique experiences for a connected community.

**12.15pm – 1.00pm**

**Customer Centricity- Putting the Customer at the Heart of what you do**

*Janelle Shinnars – Business Strategy Director – Ikon Communication*

In a world where it is easier than ever to spend money on advertising and go unnoticed, putting your customers at the heart of what you do is vital. In this session, Janelle will share the insights she's learnt working with some of Australia's biggest brands to help you target the right people, in the right way, and at the right time - to help grow your business.

**1.00pm – 1.30pm LUNCH**

**1.30pm – 2.30pm**

**Social Media Content and Strategies – Photography Basics**

*Mark Fitz – Photographer, Travel Writer and Social Media Influencer*

With an ever-increasing amount of content being uploaded to social media channels every day, it can seem a little daunting and time consuming trying to build your social media following as well as working on everything else in

your business. It doesn't need to be though, and Mark will guide you through the tips on how to improve your photography and social media content, that enabled him to go from being a tax accountant of 14 years to a full-time photographer and social media influencer.

Bring your smartphone this session will be hands on!

**2.30pm – 3.15pm**

**Social Media and Digital Marketing- A Practical Workshop to Create an Active and Engaging Social Media Presence**

*Amanda Pelagalli – Owner Wake House Australia, Qld Young Tourism Leader*

Amanda's experience in travel consulting, social media marketing and as a tourism business owner, makes her well equipped to lead this practical session to create a social media Action Plan for your business and improve your Best of Queensland rating.

**3.15pm – 3.30pm AFTERNOON TEA**

**3.30pm– 4.15pm**

**The WOW Factor - Augmented Reality - 'LiveOrbis' Enhancing the Customer Experience**

*Geoff Pike – Equipped to Discover*

LiveOrbis is a new technology that has been developed to capture the minds and imagination of customers all over the world. It uses augmented reality as the catalyst for providing enhanced customer engagement and brand awareness, but also incorporates a breadth of tools that has the capacity to reach a wider audience and encourage far reaching visitation. Learn how to use augmented reality in your business to allow customers to interact with business in new and exciting ways.

**4.15pm – 5.00 pm Networking**

