



2012 SA e-TOURISM CONVENTION

CALL FOR PRESENTATIONS

The South Australian Tourism Industry Council (SATIC) will be hosting a **state-wide e-Tourism Convention** on **Wednesday 30 May 2012** to facilitate the continuous development of a dynamic, innovative and competitive tourism industry in our State. The convention program will promote best practice across a range of sectors and encourage thought leadership within the industry.

Theme

e-Tourism: the revolution of tourism information, distribution and sales.

Location

The SA e-Tourism Convention will be held in Adelaide, South Australia on **Wednesday, 30 May 2012**.

Format

The SA e-Tourism Convention will be held over the course of one (1) day and consists of four (4) plenary sessions and eight (8) breakout sessions.

Suggested Topics

- e-Business – using technology to improve business processes
- e- Marketing – digital advertising; SEM & SEO; social media; email marketing & CRM
- e-Communication – email; websites; blogs; RSS; social media; online communities & e-newsletters
- e-Distribution – transforming the value chain: costs & benefits
- e-Commerce – business to consumer transactions online
- e-Learning – online training & development
- e-Government – digital interactions between government & business
- e-Tailing – electronic retailing
- e-Destination – online destination development and management
- e-Media & digital media
- e-Travel – will virtual travel replace real travel?
- Other suggestions are encouraged around the e-tourism theme.



Presentation Length

In order to cover a range of topics, speakers are limited to **45 minutes including questions for the breakout sessions** and **60 minutes including questions for the plenary sessions**.

Questions are recommended. A SATIC staff member will facilitate questions from the floor. Speakers are strongly encouraged to challenge 'conventional thinking' in the content of their speech to generate discussion and debate.

Notes to Presenters

- All proposals must be non-sales or marketing orientated.
- There are no fees required to submit a proposal.
- Generally, SATIC does not pay expenses related to attending or speaking at the convention.
- Your submission must include:
 - Your contact details.
 - Title of Presentation - This should be succinct and reflect the content.
 - Abstract (max 200 words) - A good abstract will outline the message or the learning objective and will describe the process that the presenter plans to use to engage the audience.
 - Biography (max 200 words).
 - If applicable, include links to education and training materials you have presented in the past as well as participants reviews.
 - Headshot (must be in high resolution JPEG format).

Registration and Costs

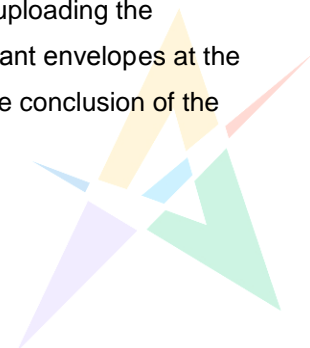
You will be responsible for your own travel and accommodation costs. SATIC will provide you with one (1) full registration to the 2012 SA Tourism Convention including the cocktail function.

Supplied Audio Visual Equipment:

The convention rooms will be equipped with a **lectern, laptop, data projector, screen** and **power**. Should you require additional presentation equipment such as internet access, please contact Chloe Camilleri, SATIC's Training and Events Coordinator, on 8110 0128.

Presenters wishing to utilise the data projector facility must provide their presentation electronically in PowerPoint format **7 days prior** to the convention.

Under special circumstances, speakers may ask for permission to submit presentations on the day. If so, speakers must arrive at the registration desk at least **2 hours prior** to the session commencing and an AV technician and/or SATIC staff member will assist in uploading the presentation. Disks or USB's must be labelled and may be deposited in relevant envelopes at the convention registration desk. These items will be available for collection at the conclusion of the day's proceedings.



Due to the schedule of the convention, delays caused by technical problems will not result in additional presentation time; we therefore strongly suggest each speaker have a back up presentation strategy.

Important Dates

Deadline for submission:	Friday 9 March 2012 at 5pm
Speakers notified:	Friday 16 March 2012 at 5pm
Submission of final presentation slides to SATIC:	Friday 4 May 2012 at 5pm
Date of convention:	Wednesday 30 May 2012

Speaker Terms and Conditions

The presentation submission is required to clearly identify which topic you would address and include a 200 word overview of the proposed topic. There are a limited number of speaking positions available and applicants will be reviewed and selected at the discretion of SATIC. All speakers **MUST** meet their own accommodation and travel costs (registration will be covered by SATIC for successful speakers). Applying to speak does not guarantee acceptance in the speaking program. All applicants will be contacted 3 weeks after the closing date of the Call for Presentations to be notified whether their paper has been selected.

Questions or Queries?

Please contact the South Australian Tourism Industry Council's Training and Event Coordinator, Chloe Camilleri on (08) 8110 0128 or alternatively email chloe@satic.com.au.

[Submit your presentation here.](#)

