



MEDIA RELEASE

Monday, 19 May 2014

SATIC STATEWIDE TOURISM CONFERENCE – 29 MAY 2014

South Australian tourism businesses will take a positive step towards being more successful by attending the South Australian Tourism Industry Council's **fifth annual tourism conference**.

To be opened by the **Tourism Minister Leon Bignell**, the conference on the 29th of May will have a line up of seven impressive plenary speakers and eight compelling workshops.

Key speakers include Dr Leo Jago from *Tourism Research Australia*, Nick Baker from *Tourism Australia*, Ed Steiner from *TNS Australia*, Georgia Rickard from *Australian Traveller Magazine* and Ian Hill from *Visit Canberra's The Human Brochure*.

Delegates will also choose from **eight workshops** across a range of topics like social media, refurbishment, community engagement, google analytics, customer service and the China market. (*See full speaker line-up on the following page.*)

The conference will also feature **graphic recording artist**, Marianne Boholt, who will capture the main ideas from a presentation through eye-catching narrative drawings using words and images. By creating a visual storyline, graphic recording allows delegates to learn visually and remember the key elements of the day more clearly.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the conference allows tourism operators, government and stakeholders to participate in a dynamic and interactive day of learning.

"The tourism industry is constantly changing and as business owners we must keep learning and re-energising if we are going to grow and succeed," Mr Tilbrook says.

"By attending this conference, tourism operators will learn from experts in their field and make connections with key influencers to help achieve professional and business goals.

"The program has been carefully planned to provide exciting, relevant and practical knowledge suited to all tourism industry sectors."

After participating in a full day of conference activities, delegates & presenters are also invited to attend **Talking Tourism** – a networking cocktail function.

The convention will be held at the Adelaide Oval on Thursday, 29 May. For more information visit: www.satic.com.au

FULL SPEAKER LINE UP:

Master of Ceremonies: Ron Kandelaars, Ron Kandelaars Media

Hon Leon Bignell MP, Minister for Tourism

Official opening

Dr Leo Jago, Tourism Research Australia

Forecasting Australia's Tourism Future

Nick Baker, Tourism Australia

Restaurant Australia – The Next Big Push

Ed Steiner, TNS Australia

Domesticate – Insight into the Australian Domestic Traveller in 2014

Georgia Rickard, Australian Traveller Magazine

How to Sell Your Travel Product to Australian Travellers

Ian Hill, The Human Brochure by Visit Canberra

To Share is Human

David O'Loughlin, kwp! Advertising

Can Marketing Drive Real Product Preference

Rodney Harrex, South Australian Tourism Commission

How to Capitalise on the Next Tourism Plan

Peter Freeman, Woof Media

Am I a Bird? Am I a Plane? Or Should I try to be Superman?

Daniel Smedley, Studio S2

The Art of Refurbishment and Expansion – Creating Value

Becky Hirst, Becky Hirst Consulting

Winey Kids in McLaren Vale: Putting Locals at the Centre of Destination Marketing

Mal Chia, communicate et al

Finding Needles in Haystacks: How to Get Real Insights from Google Analytics & Social Media

Chloe Reschke-Maguire, Yelp Adelaide

Navigating the World of Online Reviews like Colonel Light

Sharon Romeo, Fino Willunga

Case Study: Fino Willunga – Support Local Producers

Dean Evans, Altitude Performance Solutions

Why No One Cares How Much Experience You Have!

Dr Sam Huang, University of South Australia

Are We Ready for the China Tourist Markets? Some Research Insights