



## MEDIA RELEASE

Monday, 4 May 2015

### **SATIC TOURISM CONFERENCE – 27 MAY 2015**

South Australian tourism businesses will gain insights, be inspired, learn, engage and network at the South Australian Tourism Industry Council's **6<sup>th</sup> annual Tourism Conference**.

The one-day conference on the 27<sup>th</sup> of May will have a line-up of nine impressive plenary speakers and nine compelling workshops.

**Key speakers** include Robert Pennicott from *Pennicott Wilderness Journeys Tasmania*, Laura Cavallo from *Destination Melbourne*, David Rohrsheim from *Uber*, Steve Davis from *Baker Marketing*, Justin Marshall from *Tourism Research Australia*, and Lisa Ronson from *Tourism Australia*.

Delegates will also choose from **nine workshops** across a range of topics including digital marketing, customer service, licensing laws, ecotourism, the China market, heritage & innovation, food tourism and the SA Tourism Plan 2020. *(See full speaker line-up on next page.)*

A highlight of the Conference will be the **2015 Leadership Dinner: The Riverbank**, held the evening prior with special guest *Andrew McEvoy, Chair of the Riverbank Authority*, who will share the vision for Adelaide's Riverbank – a cultural education and entertainment precinct all in one place – and will talk about what really matters in bringing visitors to great places.

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

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

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

"The 2015 program has been designed to motivate and inspire delegates as well as provide 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 a networking function to share experiences and identify opportunities.

The conference will be held at the Crowne Plaza Adelaide on Wednesday, 27 May.  
For more information visit: [www.satic.com.au](http://www.satic.com.au)

## **FULL SPEAKER LINE UP:**

Master of Ceremonies: **Lainie Anderson**, Sunday Mail columnist

**Hon Ian Hunter MLC**, Minister for Sustainability, Environment and Conservation, Minister for Water and the River Murray & Minister for Climate Change

*Official opening & address*

**Robert Pennicott**, Pennicott Wilderness Journeys Tasmania

*A Case Study: Pennicott Wilderness Journeys Tasmania*

**Laura Cavallo**, Destination Melbourne

*Fostering Ongoing Collaboration*

**David Rohrsheim**, Uber

*Uber and the Sharing Economy*

**Steve Davis**, Baker Marketing

*Instagram: The One Thing That Rules Them All*

**Justin Marshall**, Tourism Research Australia

*Australian Tourism: Current Trends and Future Prospects*

**Lisa Ronson**, Tourism Australia

*National Tourism Industry Snapshot*

**Adam Stanford**, SA Tourism Commission

*SA Tourism Snapshot – Trends & Performance*

**Emma Nicholls**, SA Tourism Commission

*SA Tourism Snapshot – Marketing Plans & Campaigns*

**Dean Evans**, Leading Minds Australia

*Not Another F#\*^!% Leadership Talk*

**Jing Cao**, Chinese Language & Cultural Advice

*Where is my share of the Chinese Visitor Expenditure?*

**Rebecca White**, Tourism eSchool

*Converting Mobile Savvy Travel Hunters into Bookings & Brand Advocates*

**Tania Shirgwin**, BizEez Communications

*The Humble #Hashtag in Tourism Marketing – Use it or lose it!*

**Dean Evans**, Leading Minds Australia

*Power to the People – The 3 Secrets of Superior Customer Service*

**Ben Allen**, Wallmans Lawyers

*The Current State of Play of Licensing Laws in SA*

**Rod Hillman**, Ecotourism Australia

*Ecotourism – Niche or Mainstream*

**Adam Stanford & Jehad Ali**, SA Tourism Commission

*The SA Tourism Plan 2020: One Year In*

**Darren Peacock**, National Trust of South Australia, and **Alison Oborn**, Adelaide Haunted Horizon's Ghost Tours

*Heritage & Innovation: Taking the Past into the Future*

**Amanda Daniel**, Food Consultant

*How Do You Make The Most of Your Regions' Food Culture*