



## MEDIA RELEASE

Tuesday, 23 April 2013

### 2013 SATIC TOURISM CONFERENCE – May 29, 2013

**Be inspired... inspire each other... improve and achieve together – the 4<sup>th</sup> annual South Australian Tourism Industry Council (SATIC) Tourism Conference will be an unmissable day for tourism operators and suppliers throughout the state.**

Subjects from 'Wine & Tourism' to 'A Changing China & New Chinese Tourists' will be covered in the one day conference comprising four plenary sessions and nine stimulating workshops, to be opened by The Minister for Tourism, Leon Bignell MP on Wednesday the 29<sup>th</sup> of May at The Sebel Playford Adelaide.

The [2013 SATIC Tourism Conference](#) focus is encouraging the continuous development of a dynamic, innovative and competitive tourism industry in South Australia.

Keynote speakers include Avril Carter from TripAdvisor, David Holderness and Kate Dale from Tourism Australia and David O'Loughlin and Adam Stanford for the South Australian Tourism Commission.

Plenary sessions and workshops include Using Mobile Technology to Improve Operational Effectiveness, Tourism Grants 101, Five Star F – K Ups and Measuring Digital Marketing Success.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook said the conference would be invaluable to tourism operators and service providers who have a commitment to excellence.

"The tourism industry is constantly changing which presents both opportunities and challenges," Mr Tilbrook said.

"Keeping up with the latest information and embracing new trends and technology is essential for business growth. By attending this conference operators will make connections with key influencers and other leaders valuable to helping them to achieve their professional and business goals.

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

A networking cocktail function will be held after the day's presentations for all delegates and presenters.

For more information please visit: [www.satic.com.au](http://www.satic.com.au)



WHAT: 2013 SATIC Tourism Conference  
WHEN: 9.00 am – 5.40 pm Wednesday 29 May, 2013  
WHERE: The Sebel Playford Adelaide, 120 North Terrace.

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FULL SPEAKER LINE UP FOLLOWS ...

**FULL SPEAKER LINE UP:**

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**Master of Ceremonies: Lainie Anderson | Sunday Mail**

**Ward Tilbrook**, Chief Executive, South Australian Tourism Industry Council

Welcome

**Rodney Harrex**, Chief Executive Officer, South Australian Tourism Commission

Introduction

**Hon Leon Bignell MP**, Minister for Tourism

Official opening

**Avril Carter**, TripAdvisor

*Building Your Business with the World's Largest Travel Site*

**David Holderness**, Tourism Australia

*Wine & Tourism – Exploring the Potential*

**Kate Dale**, Tourism Australia

*Working with Tourism Australia*

**David O'Loughlin**, South Australian Tourism Commission

*Marketing South Australia and Brand SA*

**Adam Stanford**, South Australian Tourism Commission

*South Australian Tourism Strategy & Insights*

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

*A Changing China and New Chinese Tourists*

**Max Anderson**, Odd Man Media

*FIVE STAR F--K-UPS*

**Catherine Barnett**, FoodSA

*Putting South Australian Food in the Tourism Mix*

**Erica Nistico**, Scout Digital Marketing

*Measuring Digital Marketing Success*

**Mark Blyth**, South Australian Tourism Commission & **Claire Fuller**, Sticky Rice Cooking School

*Tourism Grants 101*

**Haydyn Bromley**, Bookabee Australia

*Developing Partnerships to Protect and Deliver Aboriginal Tourism Experiences*

**Simon Waller**, Mobial

*Using Mobile Technology to Improve Operational Effectiveness*

**Melinda Brown**, Service Skills Australia

*Maximum Productivity, Maximum Profit. Engaging your Workforce for Optimum Results'*

**Peter Freeman**, Woof Media

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