



Wednesday, 2 May 2012

STATEWIDE E-TOURISM CONVENTION

South Australian tourism businesses will take a positive step towards being more successful and better equipped to operate in an ever-changing digital environment by attending the upcoming state-wide e-tourism convention later this month.

The South Australian Tourism Industry Council's third annual tourism convention, entitled [*SA e-Tourism Convention: The revolution of tourism information, distribution and sales*](#), allows the tourism operators, local government and stakeholders to participate in a dynamic, interactive day of presentations and master classes.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the internet is changing the way we do business and we need to keep learning and re-learning if we are going to grow and succeed.

"Taking a day to improve your knowledge of operating successfully online is a wise investment designed to help businesses succeed in a rapidly evolving online environment and not become a victim of it," Mr Tilbrook says.

"This is an opportunity to learn in all aspects of being "online" including sales and marketing, distribution, e-commerce, social media, financial management, inventory control, as well as managing your business' image and reputation."

To be opened by the **Tourism Minister Gail Gago**, the convention will have a line up of four impressive plenary speakers and seven compelling master classes which will enable participants to learn in a more interactive environment. (See full speaker line-up on the following page.)

Keynote presenter, Jason Shugg, Head of Consumer Insights at **Lonely Planet**, will identify the importance of understanding consumers and their needs in a changing environment by looking at Lonely Planet as a case study for changing the way it has developed its strategies towards a more consumer centric approach.

After participating in a full day of conference activities, delegates are also invited to attend **Talking Tourism** – the Convention's Cocktail Function to hear from guest speaker **The Lord Mayor of Adelaide, Stephen Yarwood** about the Council's integration of new digital media into the way they do business.

The convention will be held at the Hilton Adelaide on Wednesday, 30 May. Registrations are now open. For more information visit: www.satic.com.au

FULL SPEAKER LINE UP:

Master of Ceremonies: **John Thompson-Mills**, ABC

Hon Gail Gago MLC, Minister for Tourism

Official opening

Jason Shugg, Lonely Planet

The importance in understanding consumers and their needs in a changing environment

Grant Cameron and Jodie van Deventer, Access All Media

Stor-E-telling in an online world

David O'Loughlin, South Australian Tourism Commission

Customer Engagement in the Digital Channel

Jesse Desjardins, Tourism Australia

Social media & advocacy: a Tourism Australia case study

Angela Murphy, dmca Chartered Accountants

Efficiency in e-Business: How to make more money without more customers

Jason Neave, Via Media Communications

Marketing Automation: Why email marketing is still the killer app

Michelle Prak, Prakky

Blog On: How blogging can support your tourism business

Paige Rowett, The Gen Y Project

Search Engine Optimisation 101

Stephen Schwer, Southern Flinders Regional Tourism Authority

A Pedal Powered Website

Sally Smith, Australian Tourism Data Warehouse

Online Travel Agents

Daniel Wilson, DBG Technologies

E Commerce 101

Stephen Yarwood, Lord Mayor of Adelaide

Guest speaker at Talking Tourism: Convention Cocktail Function