

DAY 1

WELCOME TO DAY 1	09:00 – 09:15 <i>Adrian Byrt — Emcee</i> We cut the ribbon on the 2018 Vic Tourism Conference.
MINISTERIAL ADDRESS	09:15 – 09:30 <i>The Hon. John Eren MP, State Minister for Tourism & Major Events</i>
GETTING BOOKINGS	09:30 – 10:20 <i>Jesse Desjardins, Advisor, Creator & Director — fwNATION (SINGAPORE)</i> In this insights-packed keynote session, Jesse covers the principles and mindsets that create big strategic breakthroughs in your Guest Experience Map (GEM). Learn more to predictably attract the perfect guests, design remarkable experiences and earn lifetime fans.
TOURISM TRACER – WORLD CLASS INSIGHTS FOR BUSINESS	10:20 – 11:00 <i>Anne Hardy, Project Lead — Tourism Tracer</i> Your feedback from VTC17 was unanimous – you loved Anne. Back by popular demand, Anne will provide insights into cutting edge research with the potential to change the way we understand tourist behaviour and how Victorian research practices could be transformed.
MORNING TEA	11:00 – 11:20 Grab a bite to eat thanks to morning tea partner Cumulus and take some time to chat with our Partners who will be set up and ready to chat. Well-known faces, new faces - this is the time to connect with all.
MARKETING TO MELBURNIANS – A NEW APPROACH	11:20 – 12:10 <i>Peter Bingeman, CEO and Shae Keenan, Head of Marketing Communications — Visit Victoria</i> Discover Visit Victoria's new regional marketing campaign set to inspire Melburnians to ‘turn the key’ to stay one more night, enjoy one more dinner and have one more coffee...
WORTH A THOUSAND WORDS? USING VISUAL CONTENT FOR MAXIMUM EFFECT	12:10 – 12:30 <i>Mark Mezzapelli, VP Business & Partnerships — CrowdRiff (CANADA)</i> We live in a world where customers rely on visuals to decide what to see, experience and buy. Having worked with some of the biggest names in the travel and destinations business, Mark will share with us how to effectively discover, manage and distribute the best content.
THE FUTURE LANDSCAPE OF VICTORIA'S NATURE BASED EXPERIENCES	12:30 – 13:00 <i>Lisa Patroni, Executive Director Marketing — Parks Victoria</i> Hear the latest on Victoria's parks, new initiatives and priorities ahead.
VIRTUALLY ANYWHERE – VR AND ITS APPLICATION IN TOURISM	13:00 – 13:15 <i>Peter Wallace, Sales & Marketing Coordinator — Searoad Ferries</i> The 2017 Lynette Bergin Tourism Award winner shares with us his findings.
LUNCH	13:15 – 14:00 Grab a bite to eat, visit our various Trade Partners and note the room where your first breakout of choice takes place!



MONDAY 30 JULY

BREAKOUTS	Round One: ----- 14:00 – 14:35 Changeover: ----- 14:35 – 14:45 Round Two: ----- 14:45 – 15:20
BREAKOUT 1 HOT SPRINGS SECTOR - DRIVING ECONOMIC RETURNS FOR VICTORIA'S REGIONS Great Southern Ballroom	<i>Dr Claire Ellis (Facilitator), Charles Davidson (Peninsula Hot Springs), Jodie Vogt (Phillip Island Hot Springs) & Gene Seabrook (Deep Blue Hotel & Hot Springs – Warrnambool)</i> This burgeoning visitor economy sector is well worth understanding, with new developments across the state and significant economic flow on (pardon the pun!).
BREAKOUT 2 TURNING MOBILE TOURISTS INTO PAYING CUSTOMERS Horizon Ballroom 1	<i>Nick Heath, Director — Pace Advertising, Marketing & PR</i> There is no doubt that most of us are now aboard the digital train. 99% of tourism business operators and associations have responsive websites and social media marketing – but is our digital spending happening in the right places?
BREAKOUT 3 THE GREEN OLIVE AT RED HILL STORY Horizon Ballroom 2	<i>Sue & Greg O'Donoghue, Owners — Green Olive at Red Hill</i> Over sixteen years of cultivating their farm, hear from Sue and Greg on how they've established a vineyard; built a farm kitchen and store; launched farm cooking classes, tours and tastings; created a farm brand of food and wines; and branched out with their own farm body care products.
BREAKOUT 4 GROWING THE APPETITE FOR LOCAL PRODUCE The Kitchen (predetermined groupings, assemble in the Horizon Ballroom pre-function area)	<i>Josh Pelham, Executive Chef — RACV Cape Schanck</i> This intimate breakout will showcase the best local Mornington Peninsula produce whilst giving you a greater understanding of the food philosophy behind the new RACV Cape Schanck property.
AFTERNOON TEA	15:20 – 15:40 This is prime business development time – secure your future meetings and continue building those relationships.
MINISTERIAL ADDRESS	15:40 – 16:05 <i>The Hon. Steven Ciobo MP, Federal Minister for Trade, Tourism and Investment</i>
THE TOURISM POTENTIAL OF NEW MELBURNIANS	16:05 – 16:20 <i>Melanie de Souza, General Manager of Digital Marketing & Services — Visit Victoria</i> Opportunities as they relate to intrastate and international tourism expenditure in Victoria.
THEATRE BOOM – BRINGING HARRY POTTER TO TOWN	16:20 – 16:50 <i>Michael Cassel, Executive Producer — The Australian Premiere of Harry Potter and the Cursed Child</i> Get excited – the new stage production of Harry Potter and the Cursed Child is coming exclusively to Melbourne's Princess Theatre in early 2019. Understand why this play is seen over TWO nights and how this is an enormous opportunity for our industry.
CLOSE OF DAY 1	16:50 – 17:00 <i>Adrian Byrt — Emcee</i> Did you enjoy today? Get ready as we are off to St Andrew's Beach Brewery for more networking. The shuttle is doing loops and will depart from the front entrance to the venue.
SUNSET DRINKS	17:15 – 19:00 <i>St Andrew's Beach Brewery</i> Once home to one of Australia's premier horse training facilities, the team at St Andrews grow their own hops, let the chickens roam free and spend their days crafting and pouring great brews right from our stable doors. Network and be part of a truly unique, quintessential Mornington Peninsula experience.
CONFERENCE NETWORKING DINNER – PROUDLY BROUGHT TO YOU BY VICTORIA UNIVERSITY	19:00 – 22:30 <i>RACV Cape Schanck — Horizon Ballroom</i> The focus for this sit down dinner is firmly on networking and building relationships. This 3 course dinner includes a range of local Mornington Peninsula beverages (think Crittenden Estate wines and St Andrews beer).

DAY 2

TUESDAY 31 JULY

REGISTRATION	08:00 – 09:00 Doors open at 08:45 Check-in, grab a coffee and let's get started with Day 2!
WELCOME TO DAY 2	09:00 – 09:10 <i>Adrian Byrt</i> Get a better understanding of what is ahead for us today – trust us, it's like no other state tourism conference going around!
THE TOURISM OPPORTUNITY FOR AUSTRALIA – 2020 AND BEYOND	09:10 – 09:35 <i>John O'Sullivan, MD — Tourism Australia</i> What does the tourism opportunity for Australia look like to 2020 and beyond? John will take us through how Tourism Australia are creating campaigns with bigger impact to cut-through the clutter and convert more high-yielding travellers to choose Australia.
TRENDS + DISRUPTION	09:35 – 10:00 <i>Carolyn Childs, Co-Founder — Mytravelresearch.com</i> What are the megatrends that are set to change to way our industry currently does business? Carolyn will ask the BIG questions that we can then take into the afternoon LABS to find practical and achievable ways to lead and drive change.
SOCIAL MEDIA + DISRUPTION	10:00 – 10:30 <i>Carolyn Miller, Founder — The Honeycomb Effect</i> How will social media and influencers continue to shape your business into the future? Carolyn Miller, regular panellist on ABC's the Gruen Transfer, will take us through what the future looks like for what is now arguably the most significant advertising for your business.
INNOVATION + DISRUPTION	10:30 – 11:00 <i>Martin Enault, Asia Pacific CEO — C2 International</i> For C2, traditional boundaries mean little. Martin will lay out for us ideas about the future of work, about how technology is changing business forever, about society at large. Appreciate that the status quo is never the answer.
LUNCH	11:00 – 12:00 Your last opportunity to visit trade displays and understand how they can support your business growth. Then, break into your LAB groups and get ready to embark on a unique, provocative afternoon.
C2 LABS Designed by C2 Melbourne	12:00 – 14:45 LAB 1: ----- Briefcase LAB 2: ----- Barometer LAB 3: ----- Blueprint LAB 4: ----- Window LAB 5: ----- Conversation Market
AFTERNOON TEA	14:45 – 15:20
AWARDING OF THE NEW VTIC STUDENT ENTREPRENEURIAL AWARD	15:20 – 15:30 <i>Charles Davidson, Chair — VTIC</i>
CLOSING THE LOOP	15:30 – 15:45 <i>Martin Enault, Asia Pacific CEO — C2 International</i> How were the LABS you just experienced? Martin has been watching in on each group – hear his key takeaways on what you have all been questioning, debating and exploring.
CONFERENCE CLOSE	15:45 – 16:00 <i>Felicia Mariani, Chief Executive — VTIC</i> Recap of the past two days, thanks to our wonderful partners and key takeaways. Don't forget to collect your 'Key' as you leave which will give you discounted access to 10+ regional attractions (but remember, you've got to be an Essentials or above VTIC member!) Farewell from VTIC!

