

A TEC BACKPACKER & YOUTH INDUSTRY CONFERENCE
Program 2010
“Don’t Let Tomorrow Take You By Surprise”

Tuesday 20th April 2009

Time			Venue
8.00am – 8.55am		Registration and Welcome Coffee	The Grand Chancellor, Hobart
9.00am – 9.05am	Welcome	Conference opening from the Master of Ceremonies	Peter Ovenden , BTAP Chair & Group Director, Global Gossip
9.05am – 9.10am	Address	A TEC Welcome	Matt Hingerty , Managing Director
9.10am – 9.50am	Keynote 1:	<p>“Diversification – the cornerstone of future growth”</p> <p>Increasingly, the companies that become industry leaders are those with their ideas firmly rooted in the future. Those businesses which are fading away into obscurity or fighting to maintain market share are those still putting too much faith in the business models of the past.</p> <p>We will talk about the importance of business diversification due to changing consumer demands. Here we aim to highlight those factors under <i>your</i> control, and what <i>you</i> can do to re-invent, improve or expand your tourism product and operation to position your business to meet future market demands.</p>	Yvonne Adele Founder, Ideas Culture
9.50am – 10.20am	Keynote 2:	<p>The 21st Century Backpacker/ Budget Traveler – Global Round-up</p> <p>Tom will provide a snapshot of how the 21st backpacker has evolved since 2000 – reviewing age, nationality, length of stay, length of work, spend, travel patterns and purchase habits. He will also explore their expectations and motivations and help you prepare for future trends.</p>	Tom Griffiths , Founder, Gap Year.com
10.20am – 10.50am	Insights	<p>Tourism Australia Update</p> <p>Tourism Australia has lots going on in-market in 2010! Dawn will provide you with an update on Tourism Australia’s global activity to target the youth market, including an update on youth arrivals and WHV trends.</p>	Dawn Howell , Manager Industry Development & Trade Marketing

10.50am – 11.10am	Morning Tea		
11.15am – 11.35am	Insights	<p>TNT’s “Backpackers Uncovered” - Is Australia still a popular destination?</p> <p>Everything about Australia constitutes the perfect destination for young travelers, but are we still ahead of the game? Is Australia still considered the ultimate destination? Does the experience exceed expectations? TNT (in association with Global Gossip) will present results from the Backpackers Uncovered survey, unravel the truth and provide a snapshot of the trends and motivations both of the youth traveler of today and that of the future.</p>	Martin Lane, Publishing Director, TNT
11.35pm – 12.20pm	Presentation	<p>Developments in Technology and the Commercial Reality of Social Media</p> <p>Your business may be on Facebook, you may send the occasional tweet, but it is time to get more from your social media efforts! This session will help you develop a roadmap towards a progressive competitive edge. Topics to be discussed include:</p> <ul style="list-style-type: none"> ○ Which social media tools to use today to gain the most awareness and interest ○ How to develop loyal fans who do your marketing for you ○ Which operators are winning the social media game and the keys to their success ○ How to design products that people want to rave about online ○ How to dramatically increase your website visitors by leveraging the presence of bigger players online. 	Jesse Desjardins, Online Director, Global Gossip
12.20pm – 12.30pm	Introduction to break-out sessions	<p>Setting the scene - issues, challenges and opportunities</p> <p>It is paramount for the Australian youth/backpacker sector to stay ahead of the game, keep on top of market trends and collectively respond to issues which could knock Australia from the leading position. Peter will outline the broad issues, challenges and opportunities facing Australia’s backpacker/youth industry, forming part of the afternoon break-out session.</p>	Peter Ovenden, BTAP Chair

