Tristan Masters
global director of analytics, Standard Media Index

Wednesday April 22, 2015 | Amora Hotel Jamison, Sydney

8.00am
Registration

8.40am
Welcome: Martin Lane, CEO, Mumbrella - conference moderator

8.45am
Travel trends and spends
Standard Media Index global director of analytics Tristan Masters offers a detailed snapshot of ad spend within the travel sector. The SMI data – covering advertising funded by travel companies including hotels, resorts, travel agents, airlines, cruise lines, rail services, government-funded transport and country brand advertising – forms part of SMI’s monthly travel category report.

9.15am
Channel hopping: how Flight Centre is connecting with today’s consumer
From TV to print, Instagram to YouTube, Flight Centre outlines its evolving advertising strategy and what the marketing future holds for Australia’s largest travel retailer.

10.00am
If people aren’t talking about you on social media you don’t exist
How powerful can marketing through social media become? Is it just an inconvenience to users or a place where brands can truly engage their audience? And how can marketers track their return on investment? Experts discuss the future of social media marketing.

10.45am
MORNING TEA

11.15am
Broadening your target audience: how to talk to a new demographic
Repeat business is critical to success. But growth will be curtailed unless travel companies target and attract new customers. Panelists discuss how to market to a new and sometimes reluctant audience.

12.00pm
An audience with Qantas
Qantas is an iconic Australian brand, but with so much choice for the travelling public, and with competition in the aviation sector increasingly fierce, how is the airline connecting with, and marketing to, consumers?

Moderator: Alex Hayes, editor, Mumbrella

12.45pm
LUNCH

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Matthew Cameron-Smith
managing director, Trafalgar Guided Holidays

Simon Chang
director of marketing & distribution, Carnival Australia

Kent Davidson
executive director, sales, marketing and distribution, Mantra Group

Olivia Wirth
group executive, brand, marketing & corporate affairs, Qantas

Mirza Juddani
managing director, Skiddoo

Moderator: Carolyn Childs
director, mytravelresearch.com
1.45pm  Advertorials or adding value for consumers? Content marketing under the spotlight
Content marketing is an increasing part of the marketing mix and is blurring the line between editorial and advertising. We analyse how brands and media firms approach it and what each hopes to achieve.

Panel
Amel Buchanan, managing director, OMD Australasia
Emily Gough, client development director, travel, Fairfax
Tara Lamond, director of advertising, Fox International Channels

2.30pm  The New World: how bloggers and instagrammers are marketing travel
Bloggers and instagrammers are growing in importance for travel marketers as they look beyond traditional media to reach the masses. We examine the role they play in inspiring their followers to travel.

Panel
Lorraine Murphy, head of relationships, The Remarkables Group
Bruce Wallace, director, global publicity, Tourism and Events Queensland
Matt Glastonbury, blogger/instagrammer
Lorraine Elliott, publisher & editor, Not Quite Nigella

3.15pm  AFTERNOON TEA

3.45pm  Farewell to the old, Hello to the new. How a travel brand was born
Four brands became one when Helloworld launched on to the travel retail scene 18 months ago. In a keynote presentation, chief marketing officer Kim Portrate outlines how the company faced the challenge of building and marketing a consumer brand from scratch.

Panel
Kim Portrate, chief marketing officer, Helloworld Limited

4.30pm  Question Time

Panel
Keith Stanley, GM of product, advertising and consumer experience, Flight Centre
Lisa Butcher, chief marketing officer, Tourism Australia
Kim Portrate, chief marketing officer, Helloworld Limited

5.30pm  NETWORKING DRINKS RECEPTION

6.30pm  CONFERENCE CONCLUDES
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RoyalAuto received the first Special Mention award at the AMA for being a high-scoring finalist in three categories.