



4th Annual E-Tourism Africa Summit

15-16th September 2011

CTICC Cape Town

Conference Programme

Option A Conference Sessions and Seminars

www.e-tourismfrontiers.com



Day One 15th September

9:00am Opening and Welcome

Mariette Du Toit Helmbold Cape Town Tourism CEO



9:15am

Out of Control ? Changing Markets and Changing Opportunities



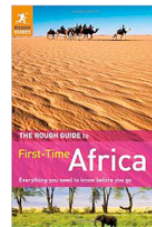
Damian Cook CEO E-Tourism Frontiers

As online becomes the globally dominant channel for travel sales and bookings- the market itself has radically changed with social media now playing a critical role in successful tourism marketing. But with your clients now using content, reviews and video created and published by other travellers, have we completely lost control of the market or are they ways of encouraging and enabling conversion from online awareness to actual sales?

10:00

Travel Guides & Media: Where are we Going?

Richard Trillo- Rough Guides author and Travel Writer



With the market finding genuine, honest and up to the minute advice online about their journeys- what is the role of the traditional travel guide book today? Author of several leading African guide books and popular travel writer Richard Trillo talks about the future of the travel guide.

10:30

The Power of Positive Experience



Helena Egan- Head of Destination Marketing EMEA- Trip Advisor

As social content dominates travel decisions- the market increasingly turns to the worlds largest social media site for travel- Trip Advisor. This source of unbiased reviews now plays an important role in travel research and sales and yet it is widely misunderstood by the travel trade. Find out how new tools and features give you increased control over managing your profile, responding to reviewers and encouraging more positive reviews and content.

11:00 Coffee Break

11:30

Doing Things Differently- Local Content and Local Advice



Sally Broom- Founder and CEO Tripbod

Sally Broom, Future 100 Entrepreneur and founder of travel social network talks about how she believes there must be a better way to sell travel- and how her network is 'disrupting' the sales process by encouraging travellers to plan their trips via direct contact and advice with local experts and gain genuine insight and access to destinations.

12:00 From Content to Conversion

Diego LoFuedo- Sr Director of Market Management Eastern Med, Africa, Middle East and Indian Ocean- Expedia



All the social media presence and online advertising in the world are worthless if they fail to convert the interest raised into sales. The worlds largest online travel agency Expedia takes a look at local online sales and distribution trends and the need for increased seamless conversion of bookings and sales.

12:30

Blending Online and Offline to create a Campaign



Nicholas Hammond- MDS Ideas

Leading Specialist Travel digital marketing agency MDS Ideas talk about some of their successful campaigns including *The Best Job in The World* for Queensland and *Sex & The City* for New York- and how destinations and businesses can combine online and offline for marketing success.

1:00 LUNCH

2:00 Case Study: Online Strategy- Selling a Destination Socially

Justin Reid- Head of Digital- Visit Britain
Adriana Conte- Social Media Manager- Visit Britain



Visit Britain was recently named the most influential Tourist Board online. Their digital team talks about their experience of using social media to sell their destination, and the techniques, tools and tactics that have paid off in engaging with potential tourists and turning them into valued visitors.

2:45

Tools for Tourism

Natasha Matos & Jason Google



Google provide a range of resources and applications that play a critical role in the travel space- both for travel suppliers and travel consumers. How are these resources brought together to create effective online business and how are Google addressing the challenges of a socially dominated marketplace?

3:15

Africa's User Generated Success: The Battle at Kruger

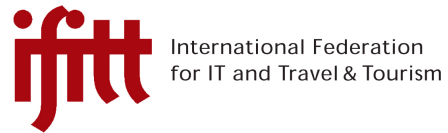


Jason Schlosberg- Original Creator of The Battle at Kruger

The single greatest example of a travel video 'going viral' was the incredible wildlife experience captured in Kruger National Park by an American tourist that captured the world's attention online. With over 63 Million views the video has become the 12th most watched on YouTube and the ultimate example of the power of user generated content. The video's original creator talks about the making of an online legend.

3:30

Future Frontiers: The Global Market



Dimitrios Buhalis- Chairman- IFITT

Professor Dimitrios Buhalis, leading E-Tourism expert and Chairman of the International Federation for IT and Travel and Tourism, gives us an overview of global markets, key trends and forecasts for the coming year in travel- and how online travel may fare in times of continuing economic uncertainty.

4:00

South Africa: Facing the Future



William Price- Head of Digital South African Tourism

South Africa Tourism's ambitious plans to build a stronger and sustainable online tourism future for the destination- including all new campaigns and the National Tourism Database, and what you can do to take part and leverage this incredible resource for your business.

4:30 Closing Coffee & Networking

6:30 pm

Hilton Cape Town

For those delegates attending both days of the conference, join us for an evening VIP networking cocktail- hosted by SA Tourism, Cape Town Tourism and the Hilton Hotel Cape Town.

Day Two

Training Seminar Programme

16th September 2011

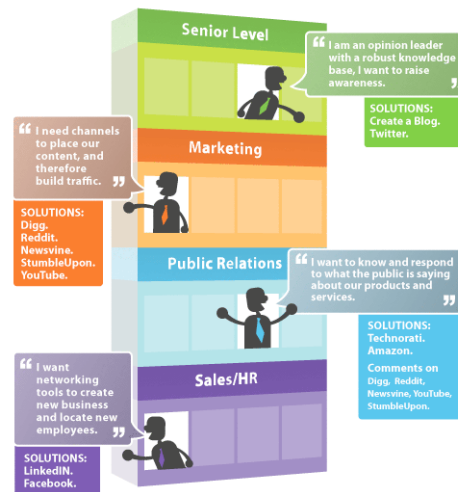
CTICC



Join us for a full day seminar with fully qualified trainers with international online tourism training experience providing practical and easy to understand training in online tourism marketing and management and the use of social media for travel businesses. The full day training programme follows.

9:00 eTourism in Theory and Practice

The role of technology, specifically the internet, e-commerce and social media, has completely revolutionized the way travel is marketed, researched and distributed globally- and to succeed in this space requires an entirely new approach to product, marketing and management. This opening session focuses on the critical understandings and concepts to be grasped by emerging markets as they move into the online tourism arena.



9:30 eMarketing Strategy

Businesses need to rethink their approach to both management and marketing- and this session will demonstrate the development of a business plan that will strategically and appropriately implement progressive change, re-investment and human resource development- as well as targeting and structuring e-marketing.

10:00 Web Design, Content and Management

Websites remain a critical tool for at tourism business, but their role is changing dramatically. In this session we will identify key ingredients for a successful site- addressing quality and usability, accessibility, ease of use and visibility in search terms. We will also discuss who should manage a website and how- and for those who already have sites- assess whether they need to expand or redevelop.

10:30 Online Reservations and e-Commerce

The core of online tourism is a conversion process from interest to sale as smoothly and seamlessly as possible through a realtime reservation system that allows you to take both direct and indirect intermediary sales. We look at locally available solutions that allow you to do this in a secure way- and how to meet customer expectations as an e-business.

11:00 Coffee Break

11:30 Search Engine Marketing

High search engine rankings are extremely important when it comes to visibility of your online presence and content. This session explains the inner workings of search engines and how search engine optimisation (SEO) works. We explain the pitfalls and dangers of some popular SEO 'tricks' and look at the pros and cons of Pay Per Click (PPC) advertising and walk through setting up and managing a PPC campaign.

12:30 Managing Multimedia

Many people are daunted by the idea of producing, managing and publishing multimedia- yet a wide array of low cost, easy to use practical tools are available to allow you to do just this. Using a laptop, camera and some CDs- this session demonstrates how to create, edit, manage and publish images and video in web-optimized formats.



1:00 LUNCH

2:00 Facebook & Tourism

This session takes a look at successful Facebook sites and programmes for Tourism Businesses. We will look at the importance of creating a professional corporate presence and how it can be used to develop business and consumer relations, publicize your business, special events and special deals and offers. We will also show you how to develop content and share and publish it via Facebook, and how to be sure that you develop and manage the right network of contacts and friends.



2:30 Blogging & Tourism

Blogs play a critical factor in the growing world of user generated content, but also in online opinion and thought leadership. As a business your challenge is to create a blog that people will read, use and share- which means creating interesting content, and developing relationships with reader that deliver value and profit.



3:00 Twitter & Tourism

Twitter is a remarkable realtime microblogging tool that offers the Tourism business direct and rapid access to networking, partnerships and publication of content and an excellent way to measure and monitor online discussions of destinations and products. This session will provide a walk through of setting up and managing a Twitter account and how to use lists, retweets, hash tags, trends, mini-URLs and follower groups to make Tweeting an effective promotional tool.



3:30 The Generation Gap- Encouraging User Generated Content

User Generated Content (UGC) is a popular buzzword in online marketing-particularly in tourism, where user generated reviews, blogs, images and video play a crucial role in the referral and marketing chain. But what happens when your users don't generate any useful content?

This session focuses on addressing this fundamental issue- how to encourage your clients to generate useful content, write reviews, publish and share their experiences, pictures and video- and how you can best access and assist to be sure that this content works for you and drives traffic, business and conversions. Practical examples will be given of appropriate, simple ways you can encourage clients to generate and share content and increase your likelihood of positive reviews and referrals



4:00 Mobile- The Future in Your Hands

The modern traveller increasingly travels with a mobile device or SMART phone in their hands, and uses it to research the destination make contacts and to create and post content directly to the web. This session looks at the implications of this- and how a tourism business can be sure that their mobile profile is accessible, up to date and 'future proofed'.

4:30 The Wrap Up

The final session delivers the 10 critical steps to online success that will help you begin to move strategically and realistically towards becoming an online business with each step delivering measurable results and managing the gradual transition into online that will help you grow your skills alongside your business.