RECIPE FOR SUCCESS

YOUR PRODUCT

YOUR BRAND

YOUR AUDIENCE

MARKETING MASTERCLASS

Thursday 10th August 2017
Welcome to the inaugural Great Ocean Road Regional Tourism Conference. Your attendance demonstrates your commitment to continuing to build on the sustainability and profitability of your business.

We hope today to share with you insights, opportunities and tools to help you drive stronger results.

The recipe for success is building strong partnerships, establishing a strong brand and making the tools you have at your disposal work harder for you.

We hope you leave today reflecting on what you already do well in your business, identifying opportunities to strive to do better, practical tips and tools to start using tomorrow and many new contacts and hopefully friends.

The team at Great Ocean Road Regional Tourism hope your attendance strengthens your relationship with us and you feel even more connected to partnering with us in delivering a vibrant and sustainable visitor economy.

Liz Price
General Manager
Great Ocean Road Regional Tourism
## CONFERENCE SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00am – 9:15am</td>
<td><strong>Official Welcome</strong></td>
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| 9:15am – 10:00am | Peter Bingeman, Visit Victoria  
Visit Victoria Marketing Strategy & Future Focus |
| 10:00am – 10:40am| Nick Henderson, Tourism Australia  
Working smarter, not harder. Five tricks to make your social media marketing more effective in 2017 |
| 10:40am – 10:45am| Ian McDougal, VTIC  
Victoria Tourism Industry Council Opportunities |
| 10:45am – 11:00am| **Morning Tea**  
Brother Fox Restaurant, Deakin |
| 11:00am – 11:45am| Tania Farrelly, iSpy Brand Research  
You can’t create a pavlova by looking at the eggs - A recipe for inspiration in the new world of brand |
| 11:45am – 12:30pm| Troy Cuthbertson, GT Hotel Resorts  
A Taste of QT Life |
| 12:30pm – 1:05pm | **Lunch**  
Brother Fox Restaurant, Deakin |
| 1:05pm – 1:45pm  | Mel Stewart, Hyper Social  
The Formula For Digital Success: What You Need To Be Doing Now |
| 1:50pm – 2:30pm  | Joel Thorson, Bliss Search Agency  
Your Product, Brand and Audience in Search |
| 2:30pm – 2:45pm  | **Afternoon Tea**  
Brother Fox Restaurant, Deakin |
| 2:45pm – 3:25pm  | Shaun Miller, Warrnambool China Bureau  
Nick Henderson, China Practise, Asialink Business |
| 3:25pm – 4:15pm  | Lauren Bath, Social Media Influencer  
How To Use Instagram Like a Pro |
| 4:15pm – 4:30pm  | **Conference Close**                                                                    |
| 4:30pm – 5:30pm  | **Networking Function**  
Brother Fox Restaurant, Deakin |
TANIA FARRELLY
Principal Ispy Brand Strategy

Tania has over 25 years experience in brand strategy and research as Head of Insights and Planning with Australia’s leading communication companies and has lectured in Marketing Communications at the University of South Australia. For many years Tania was lead strategist for Tourism Victoria at Publicis and was responsible with her team for acclaimed campaigns such as Run Rabbit Run for the Yarra Valley, Melbourne, “You’ll never want to leave”, Play Melbourne and Daylesford. She has also worked with Tourism Australia, Qantas and other regional tourism & place brands. Tania is now her own boss at iSPY Brand Strategy specialising in Brand Positioning, Strategy and Archetypes for destination, place and experience brands. Tania’s ‘thing’ is to help turn products into brands by encouraging organisations and destinations to develop stories around the truth of their brand and then ‘gift’ wrapping it for consumers in archetypal narrative.

www.ispyresearch.com.au
TROY CUTHBERTSON
QT Melbourne

Troy has worked for Event Hospitality & Entertainment (formerly Amalgamated Holdings Limited) for the past 24 years. Melbourne born, Troy has worked across the various hotel brands including Rydges, Art Series Hotels and now QT Hotels & Resorts in a number of Area and Group General Manager roles. Troy has worked in Melbourne, Sydney and New Zealand and recently led the successful opening of the design-driven lifestyle hotel QT Melbourne in September 2016. Prior to entering the work force Troy completed a Bachelor of Business in Catering and Hotel Management at Victoria University. Troy will take us on a QT Melbourne journey of inspirational moments and the importance of brand authenticity that create the new five star luxuries.

www.qthotelsandresorts.com/melbourne/

MEL STEWART
Hyper Social

Mel Stewart is the Director of Strategy at Hyper Social – a tourism-based digital marketing agency. She has been contributing to the Australian tourism industry – in particular focusing on regional tourism – for the past 12 years.

Having been fortunate to collaboratively market destinations including, Ayers Rock, Tropical North Queensland, Northern Territory’s Top End, Geelong and The Bellarine, the Grampians and the beautiful Great Ocean Road.

Mel’s depth of knowledge in marketing, consumer behaviour and social media – and her ability to practically apply that to businesses at all levels of the tourism industry is her absolute strength.

www.hypersocial.com.au
JOEL THORSON
Bliss Search Agency

Joel Thorsen is the Managing Director & Co-Founder of Bliss Search, an agency based in Melbourne and Sydney specifically focused on marketing businesses and organisations online.

Offering integrated marketing and engagement strategies across the following platforms: Google (Paid & Organic), YouTube, Facebook, Instagram, Twitter and LinkedIn.

Bliss clients include: Save the Children, Tough Mudder, Tint-a-Car, Travel Insurance Direct, Villawood Properties, Bosch, Cabrini Hospital, Haymes Paint and many more.

Bliss Search is one of a select group of digital agencies in Australia that are a certified Premier Google Partner. With unprecedented access to Google support and resources.

www.blissmedia.com.au

NICK HENDERSON
Tourism Australia

Nick Henderson is responsible for managing Tourism Australia’s social media accounts which have accumulated more than 12 million followers globally. The social media team has up to 3,000 pieces of content shared with it every day and select the best to feature on their platforms to promote Australia to the world. Nick will outline how Tourism Australia sources and selects its content and provide social media best practice examples to highlight how industry can use social media to drive business.

www.tourism.australia.com
SHAUN MILLER
Warrnambool China Bureau

Warrnambool China Bureau was designed and launched by Warrnambool City Council to deliver practical step by step support to local businesses enabling them to pursue China related business opportunities by providing practical, customised service suited to the needs of small and medium sized based businesses in our region. This initiative has been provided to the region of the Great South Coast in Victoria free of charge by Warrnambool City in unique model to assist industry build capability to capitalise on the growing Chinese market.


PETE BINGEMAN
Visit Victoria

Peter Bingeman was appointed the inaugural Chief Executive Officer of Visit Victoria in May 2016.

Having achieved a double degree in Economics / Marketing and Philosophy at the University of Melbourne, Peter commenced his fast moving consumer goods career with Procter and Gamble and has since worked for Cadbury / Schweppes, Kraft and Mondelez.

Over the last decade Peter has held senior leadership positions across sales and marketing. He has been instrumental in organisational success where acquisitions have changed the landscape considerably. Prior to joining Visit Victoria Peter was Managing Director, Malaysia, Thailand, Singapore, Vietnam and Indochina with Mondelez International.

Having spent almost 4 years living in Singapore and Malaysia, Peter has returned home to Melbourne bringing his global business, change management, and strategic marketing / sales experience to the newly formed Visit Victoria.
NICK HENDERSON
Asialink Business

Nick has more than 17 years experience in business development and operations in China. He began his career with IKEA and was instrumental in establishing the company’s first stores in Shanghai and Beijing. Nick was General Manager of the market entry and business development boutique advisory firm, Intralink. He has assisted more than 100 companies with their business growth in complex Chinese markets focussing on sectors including industrial, food and consumer, telecommunications, life sciences, environmental technologies and software.

Before joining Asialink Business, Nick was the China General Manager for the brand strategy firm FutureBrand, a subsidiary of the Interpublic Group. He has the worked on projects for Alibaba Group, Bank of Shanghai, Daimler Benz, CITIC Private Equity, Mengniu, Yintai Group, Changhong and the Shanghai Government (Lujiazui Group).

Nick studied an Executive MBA at the Marshall School of Business, University of Southern California, Bachelor of Business (International Trade) and Bachelor of Arts (International Relations) at Monash University and Chinese Language at Nanjing University. Nick is a fluent Mandarin speaker.

LAUREN BATH
www.laurenbath.com

Lauren Bath is a chef turned photographer thanks to her success on the popular photo-sharing site Instagram. Quitting her job in early 2013, Lauren launched full force into a career in the tourism industry, effectively becoming Australia’s first professional “instagrammer”!

Since then Lauren has diversified into other social media platforms as well as travel writing, and has become involved with project management and education. With a passion for tourism and a hands on approach to social media, Lauren has grown her online community to upwards of three quarters of a million followers.

When it comes to putting together social media campaigns Lauren represents the needs of the client AND the needs of the influences as she is equally accountable to both. She believes in the importance of education and continually pushes the boundaries in the exciting field of social media marketing. A prolific figure in the tourism industry you can find Lauren hosting photo meet’s, winning and dining at industry lunches, presenting workshops and, of course, photographing the world.

instagram.com/laurenepbath
www.thetravelbootcamp.com
DEAKIN WI-FI... YES PLEASE!

Wi-fi is available for all attendees by selecting “Guest Wifi Deakin”.

   Select “Create account” – complete the fields with your first name, last name and email address. (Note: Some devices may experience a delay when entering the first character in each field)

2. Select submit.

3. Select Log In.

4. You will be prompted to Accept the Acceptable Use Policy. Select ok.

SLIDO... ASK AWAY!

Have a question to ask throughout the day? Go to slido.com and enter #GORTmasterclass to view the full event program and have the opportunity to ask the guest speaker questions. If we don’t get a chance to answer your question, we will follow this up post conference with our guest speakers.
COFFEE...
LETS GET THE DAY STARTED!

Brother Fox Restaurant will be open from 8:00am serving tea and coffee. Brother Fox is located near the Percy Baxter Lecture Theatre. One of our helpful volunteer staff will be able to show you the way.

PARKING

Venue: Percy Bacter Lecture Theatre, Deakin University, Warrnambool
Parking: We recommend parking in CP1 & CP2.

A detailed map can be found at:
www.greatoceanroadtourism.org.au/conference

NETWORKING FUNCTION

Attendees are welcomed to the official networking function at Brother Fox Restaurant for light refreshments and nibbles from 4:30pm
SOCIAL MEDIA

Remember to tag #gortmasterclass @GORTourism throughout your conference journey