

## RTONZ Online Marketing Capabilities Program. Workshop III.

# Nov. 29 – Dec. 01 Workshop: Program

Updated as at November 25<sup>th</sup>. **Draft v06. Proposed Final Schedule but Minor Changes Possible.**

- Tuesday, November 29<sup>th</sup> 7:00 pm: for BBQ at 8 pm.
- Wednesday, November 30<sup>th</sup>, 8:30 am – 5.30 pm
- Thursday, December 1<sup>st</sup>, 8:30 am – 2.15 pm

**Venue:** Copthorne Hotel Solway Park, Masterston, Wairapapa, New Zealand

- Bus leaves Wellington and Wellington Airport 4.30 pm Tuesday. 1 hour approx.
- Connections to/from Airport available during event – contact Charlie Ives.
- **REPORTING:** Four sets of **Performance Reports** will be shared with participating RTOs in the first day of the workshop – each report will be introduced and explained – with insights, lessons and critical conclusions.
- **TARGETED BREAKOUT SESSIONS:** There are also four (4) breakout sessions over the two days. Each breakout is pitched at either an entry to intermediate level of online marketing skill ; **Essentials – Entry Level** or at a more advanced level for online marketers with more skill, experiences and/or resources; **Advanced (Master) Level**. Look to match your experience level with the right classes.

## Tuesday, November 29<sup>th</sup>

7:00 pm – 10 pm

### Welcome Function: Networking & Dinner

- 7:00 – 7:45 pm Pre Dinner Drinks Solway Park Restaurant Bar.
- 7:45 pm Bus departs to Gladstone Winery (just down the road).
- 8:00 pm BBQ Dinner – Gladstone Winery.

## Wednesday, November 29<sup>th</sup>

### **7:30 am – 8:30 am Working Breakfast.**

Meet and connect with your other RTOs and the speakers over breakfast. An opportunity for a one on one conversation or small group discussion.

### **8:30 am – 8:45 am: General Session:**

#### **Welcome & Overview of 2 Days**

- Charlie Ives, RTONZ & Chris Adams, Miles Media

### **8:45 am – 9:15 am: General Session:**

#### **RTO Renewed & Revisited Part I – Insights & Lessons for Future Proofed Destination Marketing Organisations. **Online Performance Updated Reports 2011 vs. 2010.****

- Chris Adams, Miles Media.

Reviewing the key trends and challenges for successful RTOs, Chris will emphasise the insights and lessons from the full year program and the key highlights of the final benchmarking reports for 2011 – including year on year trends, what RTOs are doing well and what they can improve upon. Reports will be handed at the end of the session.

*Chris Adams is head of online marketing for Miles Media – the world's largest agency focused on serving the media and publishing needs of Destination Marketing Organisations. Chris has extensive tourism and new technology experience from New Zealand (including running an RTO) and from the US and UK. [www.milesmedia.com](http://www.milesmedia.com) and [www.linkedin.com/in/kiwicolorado](http://www.linkedin.com/in/kiwicolorado)*

### **9:15 pm – 10:15 pm: General Session:**

#### **WORD OF MOUTH MARKETING – Insights from the World's Largest Travel Web Site & Community. **Special Regional Quality Score Reports – a World First.****

- Ela Wolski, Sales Manager, SE Asia & New Zealand, TripAdvisor

*Program managed & facilitated by*

TripAdvisor is the world's most visited travel web site and the largest online travel community. With over 50 million unique visitors per month – researching and sharing 50 million traveller reviews, TripAdvisor influences millions of trips every week. Ela will look at the lessons, insights and future developments from TripAdvisor's online marketing teams – including sharing content, building a community and integration with Facebook. Ela will also launch a world first right here in New Zealand – Quality Scoring for RTOs – an unprecedented opportunity to see how your region stacks up in the most important measurement of all – travellers' perception of quality\*

\* Regional Quality Reports - for the first time anywhere in the world, TripAdvisor will release a report showing the average quality ranking of accommodation, activities and dining for a wide of New Zealand RTOs. RTOs will be numbered and shown on a quality score index – with comparisons against comparable Australia, US and Canadian destinations. Only you will know the number for your RTO – and the view of how your region is performing. Note: Not all New Zealand RTO regions are segmented in TripAdvisor – which will affect the number of regions for which reporting is available.

*Ela Wolski is the new Manager for SE Asia and New Zealand – and joins TripAdvisor based in Singapore after experience with travel and tourism organizations in both Australia and the UK; [www.tripadvisor.com](http://www.tripadvisor.com)*

**10:15 am – 10:30 am: Morning Tea:**

**10:30 am – 11:25 am: General Session.**

## **GETTING SERIOUS WITH SOCIAL. Research & Case Studies from Social Media That Works.** Dave Serino, Strategist & Educator, Think Social.

Fresh from running his well respected SoMe Social Media Symposium in the USA, Dave brings a wealth of experience at the front lines of destination marketing and the use of social media. Dave will take us on an exciting journey to explore in depth 4 provide case study examples of destinations and other travel organisations who are using social media to great effect – often with little budget. Dave will offer a 'how to' guide for each with practical tips and resources. Dave will also present the findings of a ground breaking social media conversion study undertaken in Baton Rouge, Louisiana – a recognized leader in Social Media that explores the specific travel generated by social media – and what specific social media actions work best for destinations.

*Dave developed "How Social is Your DMO?" (See Afternoon session) a tourism focused social media ranking system, and has presented at more than 85 travel industry conferences. He launched the Social Media in the Tourism Industry Symposium (#SoMeT). Dave is also a featured presenter in the Certified Destination Management Executive Program [CDME] run by Destination Marketing Association International. He is head strategist and educator for global social media agency; Think Social. <http://thinksocialmedia.com> and is based in Ann Arbor, Michigan, USA.*

11:15 pm – 12:05 pm.

**Break Out Sessions 1.** Most sessions are provided twice @ entry & advanced levels.

|                   | <b>STREAM 1<br/>MOBILE</b>  | <b>STREAM 2<br/>CONTENT</b>  | <b>STREAM 3<br/>ONLINE BOOKING</b>   | <b>STREAM 4<br/>ONLINE<br/>MARKETING</b>   |
|-------------------|---|--|--|--|
| <i>Topic</i>      | <b>Mobile Technologies -<br/>Advanced<br/>(Master) Class</b>  | <b>Content is King<br/>The Essentials of<br/>Great Content.<br/>Essentials Class</b>   | <b>Booking<br/>Solutions for<br/>Destinations –<br/>Essential (Entry)<br/>Guide for RTOs</b>   | <b>Online<br/>Marketing Tool<br/>Kit; Analytics +<br/>Campaigns + SEO<br/>Advanced<br/>(Master) Class</b>  |
| <i>Speaker(s)</i> | Lawrence Smith,<br>Cabbage Tree   | Hamish Lowry, Quest<br>Video & Megan<br>Singleton,<br>Blogger@Large &<br>Miles Media   | Daniel Bridges, BookIt<br>& Trademe Travel   | Chris Adams, Miles<br>Media.   |
| <b>Outline</b>    | <p><i>An entry level version of this class will be held @ 2.45 pm</i></p> <p>A class aimed at RTOs who are investing in this space, already have mobile solutions and are looking to review their next steps. This session will look at a number of critical technology issues and discuss options:</p> <ul style="list-style-type: none"> <li>• mobile detection on your main site</li> <li>• media queries HTML5 , building cross platform solutions</li> <li>• Mapping options for mobile</li> <li>• If &amp; when to use Flash</li> </ul> | <p><i>An advanced version of this class will be held @ 2.45 pm</i></p> <p>This session will look at the essentials of developing compelling content for your web site and other online channels. The sessions will include the types of content that are most effective in telling the story of your destination, how to research &amp; develop a content plan, options and practical tips in the development of content including online video content.</p> | <p><i>An advanced version of this class will be held @ 2.45 pm</i></p> <p>Daniel’s session in the afternoon ‘Closing the Sale’ will provide an overview of online booking solutions. This break out session is aimed at RTO who have yet to implement booking – or where their booking solution generates very modest activity. This smaller group session will help you define &amp;/or review your online booking strategy &amp; what implementation may be appropriate for you.</p> | <p><i>An entry level version of this class will be held Thursday.</i></p> <p>Chris Adams will highlight 10 critical areas from the 2011 program where many New Zealand RTOs are failing to implement best practices. He also shares some of the latest thinking from leading Online Travel Conference – PhocusWright. This advanced class is focused on more experienced RTOs and will provide a tool kit of specific actions in key areas including analytics &amp; reporting, innovative campaign development and SEO.</p> |

12:10 pm – 12:30 pm

## STATE OF THE INDUSTRY – Review of Industry Online Marketing Capabilities & How Can RTO's Help?

**Lawrence Smith, Cabbage Tree**

Lawrence Smith has run industry workshops across New Zealand with the Tourism Industry Association (TIANZ) for the last 2 years – providing online marketing skills to hundreds of tourism SMEs up and down the country. Lawrence will provide some brief insights on the areas of strength and weakness he sees in tourism operator's online marketing skill sets and suggest some ways in which RTOs could support or empower their industry.

*Lawrence Smith is the CEO or "Chief Cabbage" of Cabbage Tree Interactive, most of New Zealand's leading interactive agencies focused on the travel industry. He has more than 15 years' experience in online marketing and has worked with a wide range of RTOs and other New Zealand tourism organisations. [www.cabbagetree.co.nz](http://www.cabbagetree.co.nz)*

**12:30 pm – 1:15 pm. LUNCH**

Meet and connect with your other RTOs and the speakers @ lunch. An opportunity for a one on one conversation or small group discussion.

1.15 pm – 2.00 pm.

## CLOSING THE SALE – Booking Solutions for Destinations. **Booking Performance Reports for Regions from BookIt.**

**Daniel Bridges, Head of Travel at Trade Me (BookIt)**

Many destinations now offer online booking capabilities for their users. Beyond the actual booking itself, offering pricing and availability is a critical area of information sought by many visitors in their trip planning. Daniel will review the research, issues and opportunities for online booking – including advanced implementation and reporting issues (eg: integration with Google Analytics). BookIt currently works with more than 20 RTOs and has undertaken an analysis of RTOs' performance. Daniel will share these insights and has an individual report for each RTO with whom they work.

*Daniel Bridges runs BookIt – one of New Zealand's largest online booking solutions providers and part of the Trade Me group of websites. BookIt works with 3000+ tourism organisations around New Zealand. Daniel Bridges has been with BookIt and Trade Me for 4 years after experience at House of Travel and in the wine industry with Villa Maria. [www.bookit.co.nz](http://www.bookit.co.nz)*

2.00 pm – 2.45 pm General Session.

## How Social is Your Destination? - the Updated Reporting of RTO's Social Media Performance. **'Social Media Scoring & Report'**

**Dave Serino, Think Social.**

Updating the reports from April, Dave will summarise the relative performance of New Zealand destinations across 10 social media criteria. He will review the November 2011 'How Social is Your RTO' social media report – showing the performance of every participating New Zealand RTO – compared against each other and a peer group of US destinations. He will highlight the key lessons, insights and areas for action for New Zealand RTOs. Dave will also briefly cover social media measurement and reporting and share his expertise on social media analysis and reporting tools that work for destinations – and those that don't.

*See Dave Serino bio above.*

2.45 pm – 3.35 pm Breakout Sessions.

**Break Out Sessions 2.** Most sessions are provided twice @ **entry** & **advanced** levels.

|                   | <b>STREAM 1<br/>ONLINE BOOKING</b>            | <b>STREAM 2<br/>CONTENT</b>  | <b>STREAM 3<br/>REVIEWS &amp; UGC</b>   | <b>STREAM 4<br/>MOBILE</b>   |
|-------------------|---|--|---|--|
| <i>Topic</i>      | <b>Booking Solutions –<br/>Advanced Class</b> | <b>Content is King<br/>Advanced Class<br/>on Great<br/>Content.<br/>Advanced Class</b> | <b>Traveller<br/>Reviews –<br/>Essentials of<br/>Leveraging<br/>TripAdvisor</b> | <b>Mobile<br/>Technologies -<br/>Mobile<br/>Essentials. Entry<br/>Level Class.</b> |
| <i>Speaker(s)</i> | Daniel Bridges, BookIt<br>– Trademe Travel    | Hamish Lowry, Quest<br>Video, Megan<br>Singleton,<br>Blogger@Large &<br>Miles Media    | Ela Wolski.<br>TripAdvisor  | Lawrence Smith,<br>Cabbage Tree, Chris<br>Adams, Miles Media.                      |

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|                       |  |  |  |  |
|-----------------------|--|--|--|--|
| <p><b>Outline</b></p> | <p><i>An entry level version of this class will be held Wed. morning</i></p> <p>This class follows up on Daniels' session and allows RTOs to drill into the details of booking integration including pricing and availability and what is right for their RTOs. Daniel will lead a discussion on the options and issues of better integrating booking services and offering rich pricing and availability information.</p> | <p><i>An entry level version of this class will be held Wed. morning</i></p> <p>A class aimed at RTOs marketers who already have experience in developing content and are looking to build their skills. Megan and Hamish will offer more detailed advice on specialist editorial, use of bloggers, integrating different media types and more advanced video options.</p> | <p><i>An advanced version of this class will be held Thursday.</i></p> <p>Ela will follow up on her presentation with the opportunity for a smaller group review of opportunities with traveller reviews in general and TripAdvisor in particular. This session is aimed at RTOs relatively new to traveller reviews who want to cover the essentials of this type of User Generated content</p> | <p><i>An advanced version of this class will be held Wed. morning.</i></p> <p>This break out session is ideal for RTOs new or relatively new to the mobile space. Come armed with your questions – no matter how basic and be ready to discuss the essentials of your mobile strategy.</p> |
|-----------------------|--|--|--|--|

**3:40 pm – 4:00 pm: Afternoon Tea**

**4:00 pm – 4:45 pm General Session.**

**GOING MOBILE I – the Latest Research & Technology Overview. Setting The Scene for RTOs.**

**Lawrence Smith, Cabbage Tree and Chris Adams, Miles Media.**

Lawrence Smith with Chris Adams will set the scene on the mobile landscape – summarising the latest research and best practices to answer the following key questions for RTOs:

- Mobile site vs. apps. One or the other or both?
- Tablets – full site or mobile site?
- How much content and what content is appropriate for mobile ?
- What goals and objectives should you have for mobile ? Tracking and reporting mobile.
- Tips on planning, budgeting and managing mobile projects
- Integration between mobile and other online and offline marketing channels.

*Lawrence Smith – See bio above.*

*Chris Adams – See bio above.*

4:45 pm – 5:45 pm General Session.

## **GOING MOBILE II – The Google Hour; the Latest Insights, Advice & Case Studies.**

**Darren Keppie, Google AU – NZ (Sydney).**

Darren Keppie has drawn together expertise from around Google – including its latest research, analysis and case study examples on mobile solutions that are rapidly changing the travel industry. Darren will take us on a global tour of mobile trends and examples from leading organizations within and outside travel, to highlight the most important features and content that consumers are seeking on mobile platforms.

*Darren Keppie is Industry Manager for Government and Tourism at Google Australia – New Zealand based in Sydney. Darren with dozens of Government Departments and Tourism Organisations across the region – and draws on the global expertise of Google. Darren has been with Google for more than 4 years after 8 years with Telstra including Telstra Europe. For more: [www.google.com.au](http://www.google.com.au) & <http://au.linkedin.com/pub/darren-keppie/1/575/208>*

**6:30 pm – 8.00 pm Dinner. Solway Park Hotel.**

*Own activities after dinner.*

## **Thursday, December 1st**

### **7:30 am – 8:30 am Working Breakfast.**

Connect with any of the speakers over breakfast to ask them questions or discuss your specific needs. An opportunity for a one on one conversation or small group discussion.

### **8.30 am – 8:50 pm General Session.**

## **KEY TAKEAWAYS – 10 Critical Items to Work On**

**Chris Adams, Miles Media.**

**This session has been moved to the start of the day to ensure we can get away promptly at 2 pm.** Chris Adams will summarize the key conclusions from the Workshop and 2011 program – highlighting the critical items for your ‘to do list’ over the summer and into 2012 – plus where to go for additional support and resources. Go for it & all the best!

### **8:50 am – 9:50 am General Session.**

## **Rich Media – Rich Story I. YouTube & Air New Zealand – Global Best Practices in Online Video.**

**Darren Keppie, Google and Kim Walbridge, Air New Zealand**

Online video has emerged as one of the most rich and immersive ways to engage with visitors and tell the story of your destination. This session brings together two global leaders in online video – Google and Air New Zealand. Darren Keppie will offer insights from YouTube including some of the latest research on online video from Australia and New Zealand plus case study examples from the around the world. Kim Walbridge will offer insights and lessons from Air New Zealand investment in online video – including its recent foray into the world of leveraging video for search engine optimisation.

*Darren Keppie, Google AU – NZ see bio above.*

*Kim Walbridge, Air New Zealand. Kim is Head of Online at Air New Zealand and has the key focus of operating the Air New Zealand consumer website as a retail and ecommerce channel. Around one third of the airline’s global revenue now comes via direct online bookings, totalling over NZD \$1.5 billion in its most recent financial year . More: [www.airnewzealand.co.nz](http://www.airnewzealand.co.nz)*

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9.55 am – 10.40 am Breakout Sessions.

**Break Out Sessions 3.** Most sessions are provided twice @ entry & advanced levels.

|                   | <b>STREAM 1<br/>RICH MEDIA &amp;<br/>MOBILE</b>   | <b>STREAM 2<br/>WEB DESIGN &amp;<br/>ONLINE<br/>CAMPAIGNS</b>   | <b>STREAM 3<br/>SOCIAL MEDIA</b>   | <b>STREAM 4<br/>REVIEWS &amp; UGC</b>  |
|-------------------|---|---|--|--|
| <i>Topic</i>      | <b>Google Insights<br/>Essentials. Entry<br/>Level Mobile &amp;<br/>Rich Media<br/>Examples</b>   | <b>New Zealand<br/>Case Studies –<br/>Air New Zealand<br/>&amp; InterCity<br/>Essentials –<br/>Entry Level</b>  | <b>How Social is<br/>Your RTO?.<br/>Advanced Level<br/>RTOs (Master)<br/>Class</b>   | <b>Traveller<br/>Reviews –<br/>Advanced<br/>Management &amp;<br/>Integration.</b>  |
| <i>Speaker(s)</i> | Darren Keppie,<br>Google – You Tube.  | Kim Walbridge, Air<br>New Zealand & Daniel<br>Rode.   | Dave Serino, Think<br>Social.  | Ela Wolski,<br>TripAdvisor   |
| <i>Outline</i>    | <i>An advanced version<br/>of this class will be<br/>held in the next break<br/>out session.</i><br><br>This class is aimed at<br>RTO staff still<br>grappling with the<br>basics of mobile or<br>the essential use of<br>rich media. Darren’s<br>examples and the<br>discussion will be<br>aimed at smaller RTOs<br>or RTOs relatively<br>new to these areas of<br>online marketing. | <i>An advanced version<br/>of this class will be<br/>held in the next break<br/>out session.</i><br><br>Kim and Daniel will<br>each cover the<br>essential, practical<br>tips of case studies of<br>each of their<br>organisations. Kim will<br>highlight lessons from<br>the web site redesign<br>process that Air New<br>Zealand has recently<br>completed. Daniel will<br>discuss online<br>marketing campaigns<br>that InterCity has<br>undertaken – what<br>worked, what didn’t<br>and what they learnt. | <i>An entry level version<br/>of this class will be<br/>held in the next break<br/>out session.</i><br><br>Dave will review his<br>‘How Social is Your<br>DMO – RTO?’ reports<br>and discuss the<br>specific results of<br>larger RTOs and/or<br>higher ranked<br>organizations on his<br>scoring, Dave will<br>offer practical tips<br>and suggestions for<br>improving the<br>performance of your<br>social media<br>programs. | <i>An entry level version<br/>of this class will be<br/>held Wed. afternoon.</i><br><br>Ela will follow up on<br>her presentation with<br>the opportunity for a<br>smaller group review<br>of opportunities with<br>traveller reviews in<br>general and<br>TripAdvisor in<br>particular. This<br>session is aimed at<br>more experienced<br>RTOs who are already<br>active with reviews<br>&/or have worked<br>with TripAdvisor. |

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10.45 am – 11.30 am Breakout Sessions.

Break Out Sessions 4. Most sessions are provided twice @ entry & advanced levels.

|                   | STREAM 1<br>ONLINE<br>MARKETING  | STREAM 2<br>ONLINE<br>MARKETING   | STREAM 3<br>SOCIAL MEDIA  | STREAM 4<br>ONLINE<br>MARKETING   |
|-------------------|--|---|---|---|
| <i>Topic</i>      | <b>Google – You Tube</b><br><b>Advanced Group</b><br><b>Global Best Practices</b>  | <b>New Zealand industry Case Studies – Air New Zealand &amp; InterCity</b><br><b>Advanced Class</b>   | <b>How Social is Your RTO ?.</b><br><b>Entry to Intermediate Level RTOs</b>   | <b>Online Marketing Tool Kit; Analytics + Campaigns + SEO</b><br><b>The Essentials.</b><br><b>Entry Level Class</b>   |
| <i>Speaker(s)</i> | Darren Keppie  | Daniel Rode Intercity & Kim Walbridge, Air New Zealand  | Dave Serino, Think Social.  | Chris Adams. Miles Media.   |
| <i>Outline</i>    | <i>An entry level breakout will be held in the earlier Thursday morning session.</i><br><br>This class is aimed at more experienced RTOs and those wanting to further enhance their mobile solutions or rich media (video) offerings. Darren’s examples and the discussion will be aimed at larger RTOs or RTOs with some experience in these areas of online marketing. | <i>An entry level breakout will be held in the earlier Thursday morning session.</i><br><br>Kim and Daniel will each cover more advanced details of online case studies each of their organisations. Kim will highlight lessons from the major web site redesign process that Air New Zealand has recently completed. Daniel will discuss online marketing campaigns that InterCity has undertaken – what worked, what didn’t and what they learnt. | <i>An advanced level of this class for higher ranked RTOs will be held earlier Thursday morning.</i><br><br>Dave will review his ‘How Social is Your DMO – RTO?’ reports and discuss the specific results of smaller RTOs and/or lower ranked organizations on his scoring, Dave will offer practical tips and suggestions for improving the performance of your social media programs. | <i>An advanced level of this class will be held Wednesday morning.</i><br><br>Chris Adams will highlight 10 critical areas from the 2011 program where many New Zealand RTOs are failing to implement best practices. He also shares some key highlights from leading online travel conference – PhocusWright. This entry level class focuses on less experienced RTOs and will provide a tool kit of specific actions in key areas including analytics & reporting, campaign management and SEO. |

**11:30 am – 11:45 am Late Morning Tea.**

**11:45 am – 12:30 pm**

## **TOURISM NEW ZEALAND: Review & Question & Answer Session**

Dave Brem and Kimberly Jensen join us to present and discuss its national tourism visitor site [www.newzealand.com](http://www.newzealand.com) and related online marketing activities. The presentation will focus on:

- The new newzealand.com – strategy, performance and opportunities for RTOs
- Content types and how RTOs can contribute, edit and comment.
- A look ‘inside’ the site to understand some of the content rules (search algorithms, tags etc).
- Analytics: understanding how customers are actually using the site.

**Submit Your Questions:** At the end of this session there will be an opportunity to address your questions and for a general discussion. Dave has offered to review and come ready to answer common questions. Please email Charlie with your questions in advance of the session. Please focus on the most important issues and limit your questions to 3 per RTO please. Time permitting there will also be an opportunity to cover other points.

*David Brem has managed web and digital teams for nearly a decade. Prior to joining Tourism New Zealand this year David headed up online services at Auckland City Council where he also had a lead role establishing Auckland Council’s web presence. He also spent most of his five-year stint in the UK as online communications manager at UK Trade & Investment, the country’s destination marketing agency for businesses.*

*Kimberly Jensen is Tourism New Zealand’s Online Coordinator. Kimberly maintains site content, co-ordinates technical enhancements and ensures effective campaign integration of the website with other digital channels.*

More: [www.newzealand.com/travel](http://www.newzealand.com/travel) and [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

**12:30 pm – 1:10 pm Working Lunch.**

Another opportunity to connect with any of the speakers during lunch to ask them questions or discuss your specific needs. An opportunity for a one on one conversation or small group discussion.

**1:10 pm – 2.00 pm General Session.**

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## **POWER OF PARTNERSHIPS – Essentials of working with Industry Partners.**

**Panel of: Daniel Rode (InterCity), Kim Walbridge (Air New Zealand), (TBC - Tourism New Zealand), Sarah Meikle – Positively Wellington Tourism and James Helmore, Lake Wanaka Tourism.**

**Moderated by Chris Adams.**

The extent to which RTOs can partner with their local industry and then work effectively with other organisations in large campaigns is an important part of online marketing success. This session will look at the essentials of selling advertising and sponsorship online and the needs respectively of RTOs and major tourism organisations like Air New Zealand and Intercity in cooperative marketing programs.

**Farewells and Reminders on Resources. Chris Adams. Miles Media.**

**2.00 pm Bus Departs for Wellington, Wellington Airport & Home.**

**Thank you for attending the Workshop and being part of the RTONZ Online Marketing Program in 2011.**

## **Speakers List for RTONZ 3<sup>rd</sup> Online Marketing Capabilities Program**

**November 29 – December 1<sup>st</sup>. Copthorne Solway Park. Masterston.**

### **Summary of Key Presenters (as at this draft)**

- Chris Adams, Facilitator - Presenter - Director of Online Marketing, Miles Media, Auckland New Zealand and Denver USA [www.milesmedia.com](http://www.milesmedia.com)
- Dave Serino, Educator & Evangelist - 'Think Social' Social Media Agency, Ann Arbour, USA (plus Canada & Australia) [www.thinksocialmedia.com](http://www.thinksocialmedia.com)
- Ela Wolski, Head of Sales for SE Asia and New Zealand - TripAdvisor, Singapore & Boston, USA [www.tripadvisor](http://www.tripadvisor)
- Darren Keppie - Industry Manager, Travel and Tourism, Google Australia - New Zealand (Sydney) [www.google.com](http://www.google.com)
- Kim Walbridge, Manager – Global Online Sales Air New Zealand [www.airnewzealand.com](http://www.airnewzealand.com)

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- Lawrence Smith, Chief Cabbage, Cabbage Tree Interactive [www.cabbagetree.co.nz](http://www.cabbagetree.co.nz)
- Daniel Bridges, Head of BookIt and Trade Me Travel [www.bookit.co.nz](http://www.bookit.co.nz)
- David Brem (Online Manager) & Kimberly Jensen (Online Coordinator) Tourism New Zealand [www.newzealand.com/travel](http://www.newzealand.com/travel)
- Daniel Rode, Head of Online Marketing, Intercity Group [www.intercity.co.nz](http://www.intercity.co.nz)
- Megan Singleton, Blogger at Large and Miles Media (fmr Online Travel Editor - Yahoo Xtra and House of Travel) <http://www.bloggeratlarge.com/>
- Hamish Lowry, CEO, Quest Online Video (fmr CEO of Hawkes Bay RTO) <http://www.quest.net.nz>

## Background on Program:

### Regional Tourism Organisation Online Marketing Capabilities Program 2011.

#### Facilitated by Miles Media Group.

This program seeks to build world class skills, learnings, insights and resources for RTOs to more effectively plan, execute and manage online marketing programs in 2011 and beyond. Key Performance Indicators (KPIs) will be used to measure progress both against a baseline at the start of the process and against international peers. The capabilities development program will incorporate three parts:

1. **Baseline Study of current online performance** – measure and benchmark RTOs using Google Analytics and Social Media KPIs. RTOs will be benchmarked against all RTOs, against RTOs of similar size and against an “international peer group” of 12 broadly similar North American (US and Canadian) Destinations Marketing Organisations.
2. **Training and Support** – undertake a 10 month program of 3 workshops & 3+ webinars
3. **Compare results to Baseline Study**–report on progress and results against KPIs and international peers at both the midpoint and end point of the program.

Miles Media is facilitating the program but experts from a range of other New Zealand and international organizations will join Miles Media staff in presenting topics in the workshops and webinars.

Questions about the program please contact Chris Adams [chris.adams@milesmedia.com](mailto:chris.adams@milesmedia.com) (09) 9 974 2452 or Charlie Ives [charlie@rtonz.org.nz](mailto:charlie@rtonz.org.nz) (04)-496-5396

For more about RTONZ see: [www.rtonz.org.nz](http://www.rtonz.org.nz)

For more about Miles Media see: [www.MilesMedia.com](http://www.MilesMedia.com)