

RTONZ Online Marketing Capabilities Program. Workshop II.

June 15/16 Workshop: Outline & Agenda.

Updated as at June 15th 2011. **FINAL.**

Wednesday, June 15th 1:00 pm – 6:00 pm

Thursday, June 16th 8:30 am – 3 pm

Moved Venue: Heritage Hotel, Hanmer Springs, Canterbury.

Due to travel demands the workshop started & finished slightly later/earlier than planned.

Wednesday, June 15th

1:00 pm – 1:15 pm: General Session:

Welcome & Overview of 2 Days

- Charlie Ives, RTONZ & Chris Adams, Miles Media

1:15 pm – 2:15 pm: General Session.

From Conversation to Conversion & ROI. Lessons from the world's best Social Media.

- Arianna Petkevicius.

So you are on social media platforms – but how do you use it to drive increased visitor numbers, provide better services and improve visitor satisfaction? This session will provide an overview how the leading brands inside and outside of the travel segment are driving ROI through social media. Arianna will look at case study examples from around the world and also introduce the core principles of social media measurement and reporting.

Arianna is VP at one of the world's leading travel and tourism social media agency – SparkLoft. Based in Portland, Oregon, Arianna and SparkLoft work with national and regional tourism organizations in the USA, Netherlands, South Africa, Fiji and major tourism businesses including V Australia.

2:20 pm – 3:10 pm.

Break Out Sessions 1. Almost all sessions are provided twice.

	STREAM 1 SOCIAL MEDIA	STREAM 2 SOCIAL MEDIA	STREAM 3 MOBILE	STREAM 4 ONLINE MARKETING
<i>Topic</i>	Social Media Diagnostics - Essentials	Social Media Diagnostics - Advanced	Mobile Lab	SEO & Building Search Traffic.
<i>Speaker(s)</i>	Craig Garner, Magpie Media.	Arianna Petkevicius, SparkLoft	CA Clark, Miles Media	Chris Adams.
<i>Outline</i>	This class is aimed at RTO staff still grappling with the essentials of social media or RTOs still setting up or implementing their social media platforms. It will cover the essentials of social media – no question is too simple! Come along with your specific issuing on setting up or adding to your Facebook, Twitter, Flickr or other social media presence.	A class aimed at marketers who are fairly confident on social media platforms and are looking to build their advanced skills. Arianna will review your social media activities and offer her insight and perspective. We will ask for participants to share examples of their social media activities prior to the sessions – so Arianna can review and critique.	CA will follow up on his presentation in April and review in more detail the development of your mobile presence. CA will focus on practical, priority areas including text messaging, QR codes and tags, mobile web sites and iPhone Apps which over the essential content areas sought by mobile users.	Chris Adams will cover the essentials of optimizing your site to build organic search traffic. Search engines provide the majority of traffic to all destination web sites and this session will look at the basic steps, tools and skills you will need to build your site’s search traffic.

3:10 pm – 3:30 pm: Afternoon Tea

3:30 pm – 4:30 pm General Session.

HANMER Springs Field Visit & Content Exercise.

Moderated by Arianna Petkevicius & Craig Garner

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This shortened field visit in Hanmer Springs is in place of the guided tour of Christchurch. After a brief introduction, we will embark on a 1 hour walking tour of HANMER Springs to collect content – and to grow on our own comfort with different online content types and social media. You will work with your group to capture your experiences and observations – and will work on creating some content after the first breakout workshops.

4:30 pm – 5:30 pm: General Session:

THE GLOBAL ALL STARS – Destination Web Site Best Practices

- CA Clark.

CA Clark takes us on a global tour of the world's best destination web sites. Combining the latest research, analytics and usability testing CA will look at the critical design features, functionality and content of world class DMO web sites. This global tour will take us from smaller destinations, with modest budgets to the world's largest and most sophisticated destination marketers.

CA is one of North America's most experienced technologists in the travel and tourism space. He has worked on more than 100 destination web sites and related technology projects over the last 15 years and currently works with a range of major North American destinations and hotels.

5:30 – 6:30 pm Break Out Session.

Telling the Story of Hanmer Springs – Group Content Exercise

Work within your group to capture your experiences in a blog, photo tour, itinerary or other content type and post it online. We will send suggested platforms to review prior to the event that you could use plus connect with speakers for advice and assistance. You will have 60 minutes to work on this project. We will then break for dinner and your group can choose to reconvene after dinner if you need more time to complete this project.

6:30 pm – 7:30 Dinner.

Reconvene on Content Exercise & visit to Hanmer Springs Hot Springs.

Thursday, June 15th

7:30 am – 8:30 am Working Breakfast.

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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 – 9:15 am General Session.

Sharing Your Hanmer Springs Story.

Moderated by Arianna Petkevicius & Craig Garner

Each group will briefly present their story of Hanmer Springs and discuss their thinking, approach and experience of creating the content – plus any feedback or engagement that the content has generated. A short 5 minute presentation from each group followed by a brief discussion.

9:15 am – 10:15 am General Session (Via Webinar).

The Google Hour = Online Marketing Best Practices for RTOs

Darren Keppie from Google will provide an action packed session on the latest trends, tools and techniques for online marketers. The session will include the critical elements to include in your online marketing strategy, insights on online video and best practices in online advertising along with free Google tools that your RTO should be using now!

Darren Keppie is Industry Manager - Travel and Tourism based with Google in Sydney, Australia and has compiled the latest resources for the travel industry from across Australia/New Zealand, Google's head office in California and its operations around the world.

10:15 – 10:35 am Morning Tea.

10:40 am – 11:30 am

Break Out Sessions 2. Almost all sessions are provided twice.

	STREAM 1 SOCIAL MEDIA	STREAM 2 WEB SITE DESIGN	STREAM 3 MOBILE	STREAM 4 ANALYTICS
<i>Topic</i>	Social Media Diagnostics - Advanced	Usability Testing	The Mobile Lab	Google Analytics - Essentials.
<i>Speaker(s)</i>	Arianna Petkevicius, SparkLoft	Claire Horrobin, & Lawrence Smith Cabbage Tree.	CA Clark, Miles Media	Tracy Anderson and Lisa Ikariyama, Cabbage Tree

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<p>Outline</p>	<p>A class aimed at marketers who are fairly confident on social media platforms and are looking to build their advanced skills. Arianna will review your social media activities and offer her insight and perspective. We will ask for participants to share examples of their social media activities prior to the sessions – so Arianna can review and critique.</p>	<p>This session will look at the essentials of driving your online design process based on user feedback. Claire and Lawrence will review how to develop a web site with the user at the center of the process and then options for testing and refining your web site on a continual basis.</p>	<p>CA will follow up on his presentation in April and review in more detail the development of your mobile presence. CA will focus on practical, priority areas including text messaging, QR codes and tags, mobile web sites and iPhone Apps which over the essential content areas sought by mobile users.</p>	<p>Tracy and Lisa will lead a workshop visiting again the essential set up and reporting issues in getting the right information from Google Analytics. Post your questions or comments on the discussion board prior to the workshop and Tracy and Lisa will come along ready to address them.</p>
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11:30 am – 12:40 pm

Content is King – the Essentials of Telling the Story of your Destination.

Chris Adams & Lawrence Smith.

Rich, engaging, up to date content is at the center of your online marketing mission. No one else should be able to tell the story of your destination better than you. Chris Adams, CA Clark and Lawrence Smith will take you on a global tour to illustrate the essentials of good content. The session will cover why content matters (including an analysis of all RTO web sites) the types of different content and how to plan and implement a successful content strategy including creating, facilitating, publishing, sharing and monetizing your content investment.

Chris Adams has run a RTO and has worked with dozens of destinations across North America, Asia and the South Pacific. Lawrence Smith has 15+ years of working in the online travel space for New Zealand destinations and travel organizations and is the Founder and CEO of Cabbage Tree.

12:40 pm – 1:05 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.

1:05 am – 2:00 pm General Session.

Break Out Sessions 3. Almost all sessions are provided twice.

	STREAM 1 ONLINE MARKETING	STREAM 2 SOCIAL MEDIA	STREAM 3 ONLINE MARKETING	STREAM 4 ANALYTICS
<i>Topic</i>	SEO & Building Search Traffic.	Social Media Diagnostics - Advanced	Usability Testing	Google Analytics - Essentials.
<i>Speaker(s)</i>	Chris Adams.	Arianna Petkevicius, SparkLoft	Claire Horrobin, & Lawrence Smith Cabbage Tree.	Tracy Anderson and Lisa Ikariyama, Cabbage Tree
<i>Outline</i>	Chris Adams will cover the essentials of optimizing your site to build organic search traffic. Search engines provide the majority of traffic to all destination web sites and this session will look at the basic steps, tools and skills you will need to build your site's search traffic.	A class aimed at marketers who are fairly confident on social media platforms and are looking to build their advanced skills. Arianna will review your social media activities and offer her insight and perspective. We will ask for participants to share examples of their social media activities prior to the sessions – so Arianna can review and critique.	This session will look at the essentials of driving your online design process based on user feedback. Claire and Lawrence will review how to develop a web site with the user at the center of the process and then options for testing and refining your web site on a continual basis.	Tracy and Lisa will lead a workshop revisiting the essential set up and reporting issues in getting the right information from Google Analytics. Post your questions or comments on the discussion board prior to the workshop and Tracy and Lisa will come along ready to address them.

2:00 – 2:05 pm Summary & Takeaways.

- **Chris Adams, Miles Media**

A very quick summary of the workshop's general sessions, field visit and breakout topics.

2:05 pm End of Workshop.

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Background on Program:

Regional Tourism Organisation Online Marketing Capabilities Program.

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 (09) 9 974 2452 or Charlie Ives charlie@rtonz.org.nz (04)-496-5396

For more about RTONZ see: www.rtonz.org.nz

For more about Miles Media see: www.MilesMedia.com