



1st Asia Conference on

Tourism Communication

Effective Marketing Communication Strategies to Acquire and Retain Tourists for Your Destination

11 & 12 October 2010
Hotel Istana Kuala Lumpur, Malaysia

An International Meeting Place for Travel, Tourism and Hospitality Professionals in Asia

Excellent Foreign and Local Speakers



Daniel Levine
Executive Director
The Avant-Guide Institute USA



Tim Riches
Chief Growth Officer - Asia Pacific
FutureBrand Asia



Arijit Sengupta
President
Ogilvy PR Worldwide India



Michael Yates
Marketing Director - Asia Pacific
Travelport Hong Kong



Jens Thraenhart
Co-Founder / Partner &
Chief Strategist
Dragon Trail China



Dr. Karl Mootoosamy
Director
Mauritius Tourism Promotion
Authority



Dr. Kenneth Tai
Managing Consultant
Asiaccess Solutions



Glen Chidlow
Chief Executive Officer
Australia North West Tourism
Board



Shireesh Sharma
Managing Director & CEO
Celebrations Inc



Austen Zecha
Chief Executive Officer
TBWA – ISC



Dr. Yeoh Kok Cheow
Assistant Professor of Visual Communication
Nanyang Technological University Singapore

Who Should Attend

- Governments of Federal, State and Regional Offices promoting Tourism
- Tourism Ministries, Tourism Boards and Agencies
- Tourism & Travel Destinations
- Hotels, Resorts & Shopping Malls
- International Airlines, Cruises
- Tour Operators and Tour Agencies
- Advertising, PR, Journalism and Media Companies
- Restaurant, F&B and Bazaars
- Conference, Events, Festival & Sports Operators
- Museums, Parks, Zoos, Themeparks, Forest Reserves and other Tour Attractions / Spots
- Worldwide Tourism e-Commerce portals
- Insurance & Credit Card Companies
- Transportation & Car Rental Companies
- Internet Tourism Companies
- Representative of Travel & Tourism Boards
- Travel & Tourism Associations

Impactful Communication Strategies from Experts:

- ✓ **Current** travel and tourism trends and how to take advantage of them
- ✓ **Latest** in e-Commerce and e-Tourism
- ✓ **Creative** and branding strategies to reach your target audience
- ✓ **Successful** marketing campaigns and what you can learn from them
- ✓ Below the line communications and PR **strategies** you can implement abroad

Supported by:

Official Venue:

Supporting Organizations:

Organiser:



8:30 REGISTRATION AND MORNING COFFEE

9:00 WELCOME REMARKS FROM THE CHAIRMAN



Arijit Sengupta, President
[Ogilvy PR Worldwide India](#)

Arijit is considered to be the PR figure in Indian subcontinent and leads a team of around 100 professionals. He has previously been with Weber Shandwick for over 7 years and has overall 17 years experience in Marketing and Communication. His earlier experiences include senior positions in companies like The Times of India, Euromoney Group London and Ruder Finn New York. He led the Pre IPO communication outreach programme for Geometric Software Solutions Ltd. He had also successfully launched the Communication Campaign for Prudential ICICI, ICICI PFS and ITC Threadneedle. Some of his clients include Tourism Australia, Temasek Holdings, Walt Disney, Singapore Tourism, General Mills, HUL, Cadbury and Rolls-Royce to name a few. Arijit holds a post graduate degree in Financial Management and Mass Communications. Arijit is a visiting faculty at IIM-Bangalore.

MARKET TRENDS AND CHALLENGES FOR TODAY'S TOURISM MARKETING

9:15 Session 1

Understanding the Impact of Changing Economic Times Affecting Travelers' Values and Attitudes



- Discovering the motivating factors of travelers to make tourism and leisure decisions
- Learning about powerful new upcoming trends that will significantly impact your work
- Understanding straightforward strategies to take advantage of these developments

Daniel Levine, Executive Director
[The Avant-Guide Institute USA](#)

Daniel is an international social trends expert and award-winning speaker. He currently leads an international team of "trend-hunters" - over 9000 spotters who track the latest ideas and experiences from around the globe. As a corporate consultant, he has worked with numerous companies, brands and destinations who seek his trends expertise to help them be more relevant, innovative and profitable including MasterCard, South African Tourism, Deutsche Telekom AG, Samsonite and Saatchi & Saatchi. Hailed as a "genius" by Elle magazine and "the ultimate guru of cool" by CNN, Daniel is also the author of over 20 bestselling books, and frequent guest of international television and radio including BBC, HBO, NBC, and FOX, among many others.

10:00 Session 2

Reviewing Role of Integrated Marketing Communication in Tourism Industry



- Current scenario in Tourism industry and Marketing challenges it will be offering in 2010 onwards
- Defining role that communication can play in designing and implementing sustainable tourism strategies and projects at national and local levels
- Key points to ponder before developing marketing communication mix program

Michael Yates, Marketing Director - Asia Pacific
[Travelpoort Hong Kong](#)

Mike has spent more than 20 years creating successful tourism strategies and solutions for companies and governments in the Asia Pacific region. Previously, Mike was Vice President of the Pacific Asia Travel Association (PATA) where he helped establish premier partnerships with leading global brands Disney, Visa International, Amadeus, CNN and TIME/Fortune. For many years, Mike ran his own tourism consulting business, where he developed a new regional tourism branding and marketing strategy for the ASEAN region. In 2003, Mike was Executive Director of Project Phoenix, a post-SARS recovery campaign which utilized private and public sector funding to successfully regenerate travel to Asia Pacific. Before that, he managed brand communications for two of the leading destinations in the region, Singapore and Australia. He was the Singapore Tourism Board's global account director at Batey and held several senior management posts for Tourism Australia.

10:45 Question & Answer Session with Daniel and Michael

11:00 NETWORKING BREAK AND MORNING REFRESHMENT

MARKETING TOOLS AND STRATEGIES FOR THE TOURISM SECTOR

11:15 Session 3

Strategic Selection of Media Channels to Develop an Effective Marketing Communication Program



- "Who's my audience, who do I want to reach? What can I reach them through? Developing an intelligent approach for targeted selection
- Establishing parameters to select media outlets intelligently and target communications to that outlet
- Best examples where proper media outlet selection resulted in higher visitor numbers

Glen Chidlow, Chief Executive Officer
[Australia North West Tourism Board](#)

Glen has been involved in the tourism industry for the past twenty years. As Chief Executive Officer of Australia's North West Tourism Board, he is responsible for promoting a region famed for its unrivalled wilderness qualities to a growing domestic and international audience. Prior to this, Glen has held senior roles in aviation and hospitality within the region. He holds a Master of Business from Notre Dame Australia and sits on a number of tourism development committees. Passionate about regional tourism, Glen sees a strong future in the growth of eco-based tourism ventures, and providing exceptional experience-based product options to a select market.

12:00

Session 4

Using Country Branding as a Tool to Increase Inflow of Tourist



- What is country branding how it can add value to your communication program.
- Overview of country branding index and Close-up on key highlights and insights for the Asia Pacific region
- Key country branding trends shaping the tourism sector
- Case study – the evolving story of Brand Singapore and key lessons

Tim Riches, Chief Growth Officer - Asia Pacific
[FutureBrand Asia](#)

Over a decade in the branding sector, Tim has undertaken major strategic projects for clients in most industry sectors, with both local market and international focus. Some of the projects Tim has worked on include assignments with Tourism Australia, Korean Air (JinAir), Ansett Airlines, Air New Zealand, Austrade, Yellow Pages, Cricket Australia, Commonwealth Games, FINA World Swimming Championships, Crown Casino and Australia's bid for the 2018-2022 FIFA World Cup. Tim has degrees in law and philosophy, with postgraduate qualifications in marketing and holds the position of Adjunct Professor to the Faculty of Design at Swinburne University in Melbourne.

12:45 Question & Answer Session with Glen and Tim

1:00 NETWORKING LUNCH

TESTED METHODS USED BY THE MOST SUCCESSFUL TOURISM SPOTS

2:00

Session 5

Building Image Management Strategies Using Public Relation Techniques



- Role of PR as "an art of possible" in building a communication program to improve upon perception management
- Best examples of PR exercises for building image of destination as world class spot.
- Designing ICP program for retention – Information, communication and perception

Arijit Sengupta, President
[Ogilvy PR Worldwide India](#)

2:45

Session 6
Strategic Development for AIDA – Awareness, Interest, Desire and Action in Tourist Destinations Abroad Using “Below the Line” Activities



- How you want your destination to be perceived as – developing a sound BTL Creative strategy
- Key points to consider to generate interest of tourist in your destination
- Persuading tourist with effective tools of communication that results into tourist visit to your destination – best examples presentation

Dr. Karl Mootoosamy, Director
Mauritius Tourism Promotion Authority

Dr Karl Mootoosamy holds a doctorate in humanities from the Sorbonne. He took in hand, in 1998, the destiny of the tourism industry in Mauritius as Director of the Mauritius Tourism Promotion Authority. Convinced that the destiny of the island lies in a top-quality tourism industry, he has led promotion missions in more than 50 countries around the globe to consolidate and improve the image of the Mauritius destination. Today, his contribution speaks for itself as the tourism industry has risen to become one of the main engines of growth of the Mauritian economy.

3:30 Question & Answer Session with Arijit & Dr. Carl

3:45 NETWORKING BREAK & AFTERNOON REFRESHMENTS

4:00 Session 7

Case study: "The World's Most Successful Country Brand" This case study would cover the origins, development, evolution and multitude of "Malaysia: Truly Asia" worldwide campaign for Tourism Malaysia. It will also show:



- The near quadrupling in annual visitors to Malaysia, as tracked by Tourism Malaysia itself
- More than quintupling of the annual revenues brought in by the country's tourism industry, making it the nation's 2nd biggest revenue earner, second only to the entire manufacturing industry in Malaysia
- Insights of marketing communication campaign with more than three dozen worldwide creative and effectiveness awards

Austen Zecha, Chief Executive Officer
TBWA – ISC

Austen is currently the President / CEO of a Malaysian headquartered firm TBWA-ISC. He earned his Master's from Stanford University in 1962. In his early career, Austen has been a Southeast Asian journalist and personal staff of the late Senator Robert F. Kennedy. In 1971, Zecha started an advertising agency in Hong Kong which he later sold to see it become DMB&B's Hong Kong. He moved to Malaysia in 1975 where he pioneered several agencies which he also sold to see them become J. Thompson (Malaysia) and Saatchi & Saatchi (South East Asia). He then started the present ISC Group, selling part of it to New York's Omnicom Group's TBWA Worldwide in 2001.

4:45 Session 8

Managing Your Communication Agency to Achieve Maximum Benefit and Profitability of Your Tourism Communications Program



- Key points to consider for selection of agency who could deliver strategically targeted results
- Creating a business model to encourage marketing managers to only ask for strategic communication activity
- Developing measurement tools for assessing ROI

Shireesh Sharma, Managing Director & CEO
Celebrations Inc

Shireesh is CEO of Celebrations, a company engaged in marketing of tourism and hospitality in five continents. After completing his Masters in Political Science, he joined an executive position with a British tour operator, and later in hospitality marketing with a leading international hotel chain. In 1983, Shireesh moved to the United States where for a decade he marketed destinations to American travelers to over 34 countries worldwide. His work and success led to his selection to build a new department of tourism for Washington State. He then later founded Celebrations.

5:30 CHAIRMANS SUMMARY – END OF DAY 1

day 2 tuesday

12 October 2010

8:30 MORNING COFFEE

9:00 **WELCOME REMARKS FROM THE CHAIRMAN**



Dr. Yeoh Kok Cheow, Asst Professor of Visual Communication
Nanyang Technological University

Dr. Yeoh Kok Cheow is Assistant Professor of Visual Communication at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Prior to joining NTU, he has taught in California, Arkansas, Texas and Georgia in the United States. He has earned a BFA, an MA and PhD from the USA and he's been designing since 1988 and teaching since 1997. He has presented papers in conferences in US, Europe and Asia and wrote extensively on creativity and design in numerous publications.

LEVERAGING ON TODAY'S TECHNOLOGY

9:15 Session 9

How to Build, Protect and Manage Your Reputation Online – Formulating Program to Augment e-Tourist



- Important points you must include to improve your web site's performance
- How to get noticed on web world
- Creating your own digital identity
- How you can use new age concept like Mobile marketing as a lead generator to a sale

Dr. Kenneth Tai, Managing Consultant
Asiaccess Solutions

Kenneth is an Internet Marketing Consultant providing Internet Marketing Solutions, Tools & Strategies for Companies using Online Branding Strategies. He graduated with an MBA (CSU, Australia), Degree in Electronics and is a Certified E-Commerce Consultant, CECTM from USA. Kenneth is known as "The eCommerce Doctor" in Malaysia and he monopolized 8 out of 10 top listings as The eCommerce Consultant, and is the only SEO Consultant that have helped hundreds of Malaysian companies for Top 10 Ranking on Search Engines & Implemented eMarketing strategies effectively.

10:00 Session 10

Making Your Website Work and Strategies to Make it a Revenue Generating Tool



- Techniques to diagnose the problem related to your website and taking steps to remove loophole
- Lessons to be implemented for digital marketing
- Future of e-tourism – foreseeing the road ahead

Jens Thraenhardt, Co-Founder / Partner & Chief Strategist
Dragon Trail China

Jens graduated from Cornell University with a Masters of Management in Hospitality, and regarded as a thought-leader and innovator by his peers, he was recognized as one of the travel industry's top 100 rising stars by Travel Agent Magazine in 2003, and listed as one of 25 Most Extraordinary Sales and Marketing Minds in Hospitality and Travel in 2004 and 2005. Previously, Jens was Executive Director of Marketing Strategy for the Canadian Tourism Commission. Prior to that, he was head of Internet Strategy at Fairmont Hotels & Resorts, and Executive Director of Marketing Strategy for Fairmont's Residence Club. Currently, he partnered with a Chinese travel technology company, headed by fellow Cornell alumni, to create brand strategy advisory firm Dragon Trail, and launched the online resource portal ChinaTravelTrends.com which he currently is the Publisher and Editor-in-Chief.

10:45 NETWORKING BREAK & MORNING REFRESHMENTS

11.00 Panel Discussion & Showcase
Online Marketing Tactics to Promote Tourism Products

Moderator: Dr. Kenneth Tai, Managing Consultant
Asiaccess Solutions

11:30

Session 11

Communication Design – Tips to Make Your Integrated Marketing Communication Program an Outstanding One



- Differentiating between communication strategy and creative strategy
- Understanding elements of a creative strategy
- Learning from examples of a successful communication campaign

Dr. Yeoh Kok Cheow, Asst Professor of Visual Communication
Nanyang Technological University

12:15

NETWORKING LUNCH

Half-Day Training (1.15 pm – 5 pm) With Daniel Levine !

Included
With
Conference

TRAINING SESSION (1.15 pm – 5.00 pm)

“Enhancing Creativity and Innovation in Tourism Communication Program”

Learning Out-of-the-box Concepts of Tourism Communication

- A glimpse into Developing of innovative ideas to increase market share
- Expand thinking - a creative approach for conceptualizing ideas
- Concept of right-brain thinking and how it works

Understanding Social Trends

- Discover the importance of social trends in tourism marketing
- Analyzing impacts of such trends on your business
- How to choose and make well informed decision on trends that resonate best with your customers

Trend-by-Trend Discovery and Brainstorming

- Learn about dozens of current trends in tourism marketing communication
- Learn from the creative approaches of innovative companies are doing to respond to these trends
- Relate and Develop ideas for your own business areas

Sharpen Your Ideas and Approaches of Tourism Marketing

- Discover specific, actionable ideas for your company
- Method to analyze possible steps you can take to increase profitability of your business
- Learning approach to integrate social trends into your everyday business

Your Workshop Leader



Half Day Training Session with
International Travel GURU + Author +
TV Personality... **Daniel Levine !**

Do not miss this chance to learn:

- ✓ Impactful ways to study and use current social trends to attract tourists & travel customers
- ✓ How creative companies from a wide range of industries are profiting from shifting social values
- ✓ Daniel's current research on the Asia Tourism environment and how you can capitalise on them!

"One of the most powerful things a travel business can do to raise profits and awareness is to get in sync with major social developments and respond to them in innovative new ways,"
Daniel Levine

Benefits Of Attending This Conference

- **Learn** to master marketing communication tools to enhance your business exposure, and heighten brand awareness
- **Identify** the best practices from tourism boards which have successfully implemented successful marketing communication programs and relate with your own businesses
- **Know** what are the best approaches and tools out there in order to gain a better business exposure and build brand awareness among tourist in different countries
- **Learn** to manage your online reputation and increasing involvement of tourist in e-tourism
- **Embark** on effective marketing and promotions with below the line strategies to boost the tourism abroad
- **Get acquainted** with new concepts like country branding index and current social trends to sharpen your marketing communication strategies

After This Conference, You Will ...

- **Know** insights of marketing communication tools and their strategic use
- **Build upon** better strategies and result oriented integrated marketing communication program
- **Get** yourself equipped with better brand building approaches through Above the line and Below the line communication
- **Create** online strategies to reach your potential customers and maintain loyalty of existing one through online reputation management
- **Know** better approaches for country and destination brand communication
- **Develop** result oriented integrated marketing communication program ensuring authorities a better ROI

Featuring Industry Leaders from Major Tourist & Travel Destinations



Malaysia



China



Hong Kong



India



Australia



Mauritius



USA



Singapore

Speakers With Experiences From a Wide Range of Industries

Advertising & Branding

e-Tourism

Tour Operators

Trends Institute

Higher Learning

Journalism

Travel Associations

Aviation & Airlines

Hotel & Resorts

Tourism Boards

Travel Publishing