

PLENARY

8:55am	Welcome Address
9:00am	Is Space Tourism in 2018 Actually a Reality? The Travel Trends You Need to Know for the Year Ahead
9:30am	Travel Marketing in an Experiential World: An International Perspective
10:15am	The Power of Data: What You Don't Know About Your Audience
11:00am	Morning Tea

STREAM ONE

STREAM TWO

11:30am	<p>Earning Consumer Commitment: Digital Certainty in a Digitally Stressful World</p> <p>Session Sponsored &amp; Presented by <i>News Corp Australia</i> Headline Sponsor:</p>	<p>How to Create a Full-Funnel Digital Marketing Strategy for Travel</p> <p>Session Sponsored &amp; Presented by </p>
12:20pm	<p>Marketing on the Move: Following the Traveller on Their Journey</p>	<p>The Millennial Movement: Do You Really Know Their Travel Trends?</p>
1:05pm	<p>Lunch</p> <p><b>1:20pm Lunch and Learn: Using Video to Inspire World-Class Travel Experiences</b></p> <p>Sponsored &amp; Presented by </p>	

STREAM ONE

STREAM TWO

2:05pm	<p>Access All Areas: How to Appeal to the Accessible Market</p>	<p>Disrupting Tradition: How to Shake up the Travel Industry</p>
2:55pm	<p>New China: Attracting the Modern Chinese Tourist</p>	<p>Run for the Hills! How to Disperse the Crowds</p>
3:40pm	<p>Afternoon Tea</p>	

PLENARY

4:10pm	Growing in Intelligence: How Travel Can Maximise AI Innovation in Marketing
4:55pm	USA and the New World of Travel Marketing
5:40pm	Networking Drinks