



## PROGRAMME

### DAY ONE: Thursday September 28, 2017

Venue: Lysaght Building, Auckland, New Zealand

**PATA & ATEED Tourism Leaders Forum - Being Future Ready**

*USD 100 for non-conference delegates*

**1530 Registration & refreshments**

**1600 Welcome and introduction**

*Chris Flynn, Regional Director – Pacific, Pacific Asia Travel Association (PATA), Australia*

**1602 PATA Welcome**

*Sarah Mathews, Chairperson, Pacific Asia Travel Association (PATA)*

**1606 ATEED Welcome and Overview**

*Auckland Tourism, Events and Economic Development (ATEED)*

**1610 Introduction to Tourism 2025 Plan**

Exploring the economic, social and technological impacts set to shape tourism's future.

*Martin Snedden, former CEO, Tourism Industry Aoteroa (TIA), New Zealand*

**1620 BBC World News – New Zealand CEO Panel Session**

**'Exploring New Zealand's Potential'**

*Cam Wallace, Chief Revenue Officer, Air New Zealand*

*Chris Roberts, Chief Executive, Tourism Industry Aoteroa (TIA)*

*Nick Hill, Chief Executive, Auckland Tourism, Events and Economic Development (ATEED)*

*Stephen England-Hall, Chief Executive, Tourism New Zealand*

*Moderated by: Hywel Griffith, Australia & New Zealand Correspondent, BBC World News, Australia*

**1735 Networking Cocktail Reception**

*Sponsored by SKYCITY Entertainment*

## DAY TWO: Friday September 29, 2017

Venue: SKYCITY Grand Hotel, Auckland, New Zealand

PATA Global Insights Conference - R U Future Ready?

0800-0845      **Registration & refreshments**

0845-0855      **Welcome, introductions, housekeeping, explanation of SliDo etc.**

*Chris Flynn, Regional Director – Pacific, Pacific Asia Travel Association (PATA), Australia*

0900-0915      **Opening Address**

*Martin Snedden, former CEO, Tourism Industry Aotearoa (TIA), New Zealand*

### SESSION 1: **TOURISM IS A PEOPLE BUSINESS – OR IS IT? WHAT DOES TECHNOLOGY HAVE IN STORE FOR US?**

0920-0940      **Artificial Intelligence and Tourism - Is this the future?**

“Why do so many of us – individually and collectively – fail to imagine, let alone anticipate, the massive and disruptive changes that are unfolding? Driven by fast moving technologies and globalisation the pace of change is accelerating, our brains are struggling to keep up and – surprise, discomfort and unrest are the result.” said Lisa Kay Solomon, Managing Director of Transformational Practices, Singularity University.

*Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA), Thailand*

0940-1000      **Innovating user experiences to increase reach**

Machine intelligence was created to leverage development, not replacing human intelligence. Microsoft created innovations to improve user experiences. How can the travel and tourism industry tap into this technology to reach the unreachable?

*Russell Craig, National Technology Officer, Microsoft, New Zealand*

### SESSION 2: **‘WHAT WE ‘THINK’ WE KNOW ALREADY**

1000-1020      **Managing demand on an ‘unimaginable’ scale**

As airspace becomes cluttered and airports struggle to manage increased passenger numbers in an ever-increasing regulatory environment, what mechanisms are being planned to ensure we manage growth successfully. Boeing will be sharing its futuristic plans to ensure we cope and capitalise upon future demand.

*John Schubert, Managing Director – Marketing Asia Pacific & India, Boeing, USA*

1020-1040      **Anticipating the growth of Asia – where are they going?**

Asia is the power-house of future tourism and opportunity with destinations worldwide seeking to capitalise. So how well are they doing? In this session ForwardKeys, an organisation that crunches and analyses more than 14 million booking transactions every day, provide insights into consumer travel patterns and anticipate future traveller behaviour.

*Jameson Wong, Director for Business Development APAC, ForwardKeys, Australia*

**1040-1100**      **Networking Break**  
*Sponsored by Boeing*

**SESSION 3:**      **READY OR NOT.... HERE I COME!!**  
**CUSTOMERS AND CRIMINALS – WE NEED TO HEAR THIS!**

**1100-1200**      **CYBER data hacking. How safe are you?**  
Understanding how cyber security attacks happen is key to being able to keep your organisation safe. Without understanding the tools and techniques used by attackers, how can we hope to defeat them? In this fast paced demonstration, attendees will recreate a real life attack on a prominent business - from reconnaissance to payload delivery and finally to control.

*Chris Monk, Head of Region (Asia Pacific), Decoded, Australia*

**1120-1245**      **BBC World News Panel Session: Technology and Demand – Where to now?**

*PATA - Dr. Mario Hardy, CEO*

*Microsoft - Russell Craig, National Technology Officer*

*Boeing - John Schubert, Managing Director – Marketing Asia Pacific & India*

*Moderated by: Hywel Griffith, Australia & New Zealand Correspondent, BBC World News, Australia*

**1245-1345**      **Lunch**  
*Open for sponsorship*

**SESSION 4:**      **DESTINATION BRAND BUILDING – THE SHEER POWER OF EVENTS**

**1345-1405**      **Success and Demand. Limited only by our imagination**  
**The Vivid Light Festival of Sydney**

Vivid Sydney is a 23-day festival of light, music and ideas; a mesmerising free public exhibition of outdoor lighting sculptures and installations together with a cutting-edge contemporary music programme. In 2016, Vivid Sydney attracted a staggering 1.7 million visitors.

*Sandra Chipchase, CEO, Destination New South Wales (NSW), Australia*

**1405-1425**      **People Power – Learning through visitor insights**  
ADARA, a travel intelligence platform, will provide an overview of visitor data as it relates to DNSW and event attendance. The ADARA Impact solutions help destination marketers and tourism boards connect their marketing campaigns & event strategies to revenue spent in the market, justifying overall investment and business impact, or ROI.

*Stuart Stacy, Commercial Director, ADARA, Australia*

**1425-1455**      **Networking Break**  
*Sponsored by Tomahawk Tourism Marketing*

**SESSION 5: COMMUNICATIONS AND MARKETING – IT’S TIME TO RE-IMAGINE**

**1455-1515 Social media implications on destination marketing – Navigating the consumer mindset**

We can no longer ignore the fact that digital has transformed the travel industry. This session explores how online and technology trends – from social media to peer recommendations to big data personalisation to virtual reality - are changing how travel consumers navigate the path to purchase and the implications for destination marketing organisations and their industry partners.

*Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor, Hong Kong SAR*

**1515-1535 In my opinion. Getting online with e-influencers**

Googling for recommendations online is habitual now for many travellers with bloggers’ suggestions becoming ever more influential. How do destinations and organisations tap into these powerful online voices to increase target reach?

*Maggie Wu, Chief World Explorer, www.flywithmaggie.com, China*

**1535-1645 BBC World News Panel Session: Destination development in a changing world**

*TripAdvisor - Sarah Mathews, Head of Destination Marketing APAC  
www.flywithmaggie.com - Maggie Wu, Chief World Explorer  
Destination New South Wales (NSW) - Sandra Chipchase, CEO*

*Moderated by: Hywel Griffith, BBC World News, Australia*

**SESSION 6: 'IT’S THE FUTURE JIM – BUT NOT AS WE KNOW IT'!**

**1645-1730 Future Tourism leaders: Their view of tourism in 2025 & beyond**

In order to adapt, we innovate. While people are innovating for the near future, four tourism students share their views on how they see tourism in 2025 and beyond. Hear their thinking about how we may ensure sustainable tourism development.

*Representatives of the FUTURE, Auckland University of Technology (AUT)*

*Moderated by: Hywel Griffith, BBC World News, Australia*

**1730-1740 Closing Address**

*Sarah Mathews, Chairperson, Pacific Asia Travel Association (PATA)*

**1740 Cocktail Reception  
Open for sponsorship**