



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 Aotearoa (TIA), New Zealand

1620 BBC World News – New Zealand CEO Panel Session

'Exploring New Zealand's Potential'

Air New Zealand - Cam Wallace, Chief Revenue Officer

Tourism Industry Aotearoa (TIA) - Chris Roberts, Chief Executive

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

Tourism New Zealand - Stephen England-Hall, Chief Executive

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!

1100-1120 **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**

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**How to WOO the Chinese Travellers?**

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
ADARA - Stuart Stacy, Commercial Director***

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**