



brisbane global cafe program

BRINGING THE FUTURE TO LIFE.



Tourism's New Frontiers – Main Auditorium Program

Thursday, 13 November

Time	Main Auditorium
8am – 9.10am	<p>Session 1 – The Contrarians – The Disruptive Energy of Genius</p> <p>8am – Introduction:</p> <p>8.05am – Official welcome: The Hon Jann Stuckey, Queensland Minister for Tourism, Major Events, Small Business and the Commonwealth Games</p> <p>8.10am – Opening address: Christopher Brown AM, Global Cafe Tourism Chair</p> <p>8.20am – Presentation: Dr Mathew McDougall, CEO, Digital Jungle <i>"Big data for big results in Chinese social media"</i></p> <p>8.40am – Presentation: Rick Antonson, Former CEO and President, Tourism Vancouver, Canada <i>"Cathedral thinking"</i></p> <p>8.50am – Panel discussion: Moderator, Christopher Brown AM</p> <p>Panelists – Dr Mathew McDougall, CEO, Digital Jungle, China/Australia Brett Godfrey, former CEO, Virgin Blue, Australia Rick Antonson, former CEO, Tourism Vancouver, Canada John Morse AM, former Managing Director, Tourism Australia</p>
9.10am – 10.30am	<p>Session 2 – The Transformers – Urban Legends and Local Heroes</p> <p>9.10am – Keynote address: Pansy Ho, Managing Director Shun Tak Holdings and Co-chair MGM China Holdings Ltd <i>"The Transformers – Urban Legends and Local Heroes"</i></p> <p>9.30am – Thought starters Jonathan Emery, Managing Director, Urban Regeneration Development, Lend Lease, Australia <i>"Branding through transformative development"</i> David Gavaghan, CEO, Titanic Quarter, Belfast, Ireland <i>"The Titanic Quarter – overcoming adversity"</i></p> <p>9.45am break</p> <p>10.05am – Panel discussion: Moderator, Martin Craigs, CEO, PATA Pansy Ho, Managing Director Shun Tak Holdings Jonathan Emery, Managing Director, Urban Regeneration Development, Lend Lease, Australia David Gavaghan, CEO, Titanic Quarter, Belfast, Ireland</p>
10.30am – 11.50am	<p>Session 3 – The Believers – The Power of the Passion</p> <p>10.30am – Keynote: Murat Bas, Senior Vice President, Marketing and Sales, Turkish Airlines Moderated Q&A Murat Bas with Martin Craigs</p> <p>10.55am – Presentation: John Morse AM, former Managing Director Tourism Australia <i>"Creating a new future for indigenous people in Arnhem Land through cultural tourism"</i></p> <p>11.10am – Interview: By Christopher Brown AM with Darrell Wade, CEO, PEAK Adventure Travel and Co-founder, Intrepid Travel <i>"Creating shared value – the path to success"</i></p> <p>11.25am – Presentation: Lily Cheng, President, TripAdvisor, APAC <i>"TripAdvisor – Leading the Mobile Revolution in Tourism"</i></p> <p>11.40am – Wrap: Christopher Brown AM, Chair, Global Cafe Tourism</p>



Presenting Partner

Tourism's New Frontiers – Deep Dive Program – Brisbane Room

Thursday, 13 November

Time	Brisbane Room
1.20pm – 2.15pm	<p>Session 1 – Technology in Tourism</p> <p>1.20pm – Interactive session Moderator Chris Flynn Lily Cheng, President, TripAdvisor, APAC Dr Mathew McDougall, CEO, Digital Jungle, China Svend Leirvaag, VP Industry Affairs, Amadeus IT Group</p>
2.15pm – 3.05pm	<p>Session 2 – Cities as destinations</p> <p>2.15pm – Interactive session Moderator Christopher Brown AM Rick Antonson, Former CEO, Tourism Vancouver, Canada Agustin Javier Alvarado, Mexico Jordi William Carnes, CEO, Tourism Barcelona</p> <p>3.05pm – Break</p>
3.25pm – 4.20pm	<p>Session 3 – Creative Tourism Investment</p> <p>3.25pm – Interactive session Moderators Martin Craigs and Christopher Brown AM Rory Hunter, Chairman and CEO of Song Saa Hotels and Resorts Matt Bekier, CEO and Managing Director, Echo Entertainment David Gavaghan, CEO, Titanic Quarter, Belfast, Ireland</p>
4.20pm – 5pm	<p>Session 4 – Renewal Tourism</p> <p>4.20pm – Interactive session Moderator Christopher Brown AM Darrell Wade, CEO, PEAK Adventure Travel and Co-founder, Intrepid Travel John Morse AM, former Managing Director, Tourism Australia Djawa Burarrwanga, Chairman, Lirrwi Yolngu Tourism, Australia</p>
5pm	Theme closes



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