

28-30 July 2010
Kiama
Run by Lorick Management
Phone: 9656 1598
www.aito.com.au

REGISTER FOR THE 2010 AITO PROFESSIONAL DEVELOPMENT CONFERENCE

Who is AITO?

The Australian Institute of Tourism Officers Ltd is the recognised professional body for people within Australia working in all aspects of the Tourism Industry. We offer industry training, networking opportunities and information regarding your employment in the tourism industry.

The Professional Development Conference is a fully inclusive event specifically for Tourism Manager needs. The 2010 AITO Professional Development Conference is set to equip all Tourism Professionals with skills and information for the Social Media needs of the next decade, as well as assisting in time management and juggling the demands on marketing both traditional & new age.

The Conference is a **ONE FEE, all inclusive price** for delegates. There are no other hidden costs.*

AITO MEMBER RATES

SINGLE ROOM RATE \$ 1,130.00pp incl GST

TWIN SHARE RATE \$ 1,020.00pp incl GST

DAY CONFERENCE RATE

\$ 385.00 pp for 1 day incl GST (dinner and drinks not included)

NON-Members add \$200.00. Prices incl of GST

Single Room Rate \$1330.00pp

Twin Share Rate \$1220.00pp

Student Twin share(TAFE or Uni Students only)\$465.00pp

* Limited alcohol and non-alcoholic beverage choices during dinner and menus are as per the conference day packages and dinner packages.

SPEAKERS INCLUDE;

"Turning Old into New Tourism"

Joane McKnight – Kanowinka GeoPark and
1st Geopark in Australia

"Reading something from the Numbers"

Peter Valerio – Tourism Solutions

"Give your destination the edge with Social Media"

Logan Nathan – Owner/MD of ICTIP

"How to work with Media?"

Quentin Long – Australian Traveller Magazine

AND

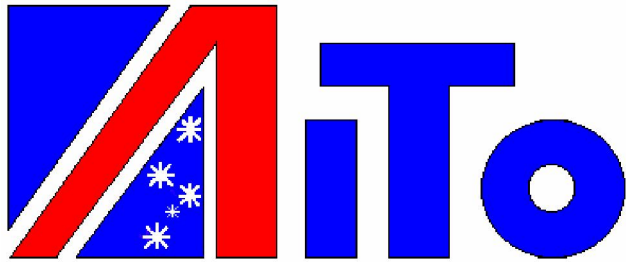
"Destination Marketing – in a nut shell"

Linda Hailey

Plus more on marketing, time management and assisting you with the challenges through our Think Tank Sessions.

HELD AT THE SEBEL RESORT – KIAMA





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REGISTRATION FORM

NAME

COMPANY / ORGANISATION

ADDRESS FOR INVOICE TO BE SENT

SUBURB / TOWN

PHONE

FAX

EMAIL

I wish to register for the 2010 Australian Institute of Tourism Officers Professional Development Conference;

I require

- | | | |
|---|----------------------|--------------------------|
| AITO Member TWIN SHARE | \$1,020.00pp Inc GST | <input type="checkbox"/> |
| AITO Member SINGLE ROOM | \$1,130.00pp Inc GST | <input type="checkbox"/> |
| Non-member TWIN SHARE | \$1,220.00pp Inc GST | <input type="checkbox"/> |
| Non-member SINGLE ROOM | \$1,330.00pp Inc GST | <input type="checkbox"/> |
| AITO Member Day Rate (Thursday only) | \$ 385.00pp Inc GST | <input type="checkbox"/> |
| Non-member Day Rate (Thursday only) | \$ 495.00pp Inc GST | <input type="checkbox"/> |
| Student Rate (Twin Share) – full conference | \$ 465.00pp Inc GST | <input type="checkbox"/> |

The conference gift is different this year, please provide your preferred shirt size;

S M L XL XXL XXXL

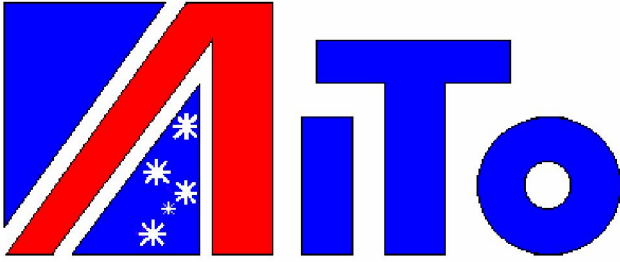
I will require picking up from the Kiama Train Station

I will be providing my own transport to and from the conference

Many Thanks and looking forward to seeing you in Kiama.

EMAIL REGISTRATION TO
FAX REGISTRATION TO
POST REGISTRATION TO

sarah@lorickmanagement.com.au
02 9656 1295
Po Box 222, Galston NSW 2159



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DRAFT PROGRAM - Kiama

Wednesday 28th July 2010

Transport from Train Station in Kiama available on request

12:00pm	Welcome Drinks in Bar (Ground Floor) & Registration
12:30pm	Lunch
1:30pm	Tourism Excursion – TOP SECRET NEED WALKING SHOES "New Tourism Experiences – easy to find..."
3:15pm	Afternoon Tea
4:00pm	Discussion and Introduction to the next two days – IMPORTANT!
4:15pm	Old into New – Geotourism, the new Ecotourism! Joane McKnight – Kanowinka Geopark
5:00pm	FREE TIME
6:00pm	Dinner

Thursday 29th July 2010

From 7:00am	Breakfast served
8:30am	Welcome & Morning Introduction
9:00am	Movements in tourism statistically Peter Valerio – Tourism Solutions
10:00am	MORNING TEA
10:15am	Working with Media Quentin Long
11:00pm	Social Media – what's its place? Logan Nathan - ICTIP
11:45pm	Your Social Media Action Plan Logan Nathan - ICTIP
12:30pm	LUNCH
1:15pm	Review and Think Tank
1:45am	Intro to Destination Marketing Linda Hailey
3:00pm	AFTERNOON TEA
3:20pm	More on Destination Marketing Linda Hailey
3:45pm	Eco-tourism experiences Michael Ledzion, Go Ape!
4:30pm	Discussion and Workshop
5:00pm	Conclude and Free time
6:30pm	Dinner

Friday 30th July 2010

8:45am	Welcome Penny Delfs
9:00am	Train the Trainer – introduction to dealing with operators
9:45am	Individual Action Plan & Think Tank
10:30am	MORNING TEA
11:00am	Instilling Customer Service principles in your operators
12:25pm	Farewell and Thank You
12:30pm	LUNCH

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