

Call for Presenters

2024 South Australian Tourism Conference: ***Evolve, Engage, Excel: Navigating the Future of Tourism*** 4 - 5 June, Adelaide

The Tourism Industry of South Australia (TiCSA) is hosting the South Australian Tourism Conference on Tuesday 4 and Wednesday 5 June 2024. The Conference is the state's preeminent annual networking and professional development event for the tourism industry and broader visitor economy. The two-day program will incorporate a diverse and informative range of expert speakers, panel sessions, workshops/masterclasses, networking, and trade exhibitors. This annual event is well attended by tourism industry operators, key stakeholders, and industry partners.

Conference theme and objectives

Evolve, Engage, Excel: Navigating the Future of Tourism

The 2024 South Australian Tourism Conference will delve into the evolving landscape across the tourism industry, with a focus firmly on our future visitors. By placing customers at the heart of every tourism business, operators can position themselves for the future.

The Conference theme aims to delve into the changing dynamics of the customer journey and educate delegates on the intricacies of the new customer landscape, emphasising the need for continuous adaptation and innovation.

'*Evolve, Engage, Excel*' is a call for tourism businesses to not only embrace change but to actively participate in shaping the future of the industry.

As part of a curated program that includes expert keynote speakers, TiCSA is calling for presentations on the theme and that:

- Provide thought leadership and inspire a sustainable, regenerative, dynamic and forward-thinking tourism industry in South Australia.
- Encourage leadership, service excellence and best business practice, and build the professional capabilities of tourism industry operators.
- Inspire creative solutions to tourism challenges.
- Assist delegates to develop new ideas, strategies and practices that meet current and future needs, trends and opportunities for businesses, destinations and visitors.

p (08) 8231 3085 | e info@ticsa.com.au

TiCSA: Tourism Industry Council South Australia

5 Pirie Street, Adelaide South Australia 5000
GPO Box 2071, Adelaide South Australia 5001 | www.ticsa.com.au | www.trusttheticksa.com.au
ABN. 64 992 585 804

Potential topics include:

1. The Future of Customer Journeys in Tourism:
 - Exploring the evolving expectations and preferences of future visitors.
 - Leveraging data analytics for a deeper understanding of customer behaviour.
 - Personalisation strategies for enhancing the customer journey.
2. Customer-Centric Business Practices:
 - Building a customer-centric culture within tourism organisations.
 - Implementing effective customer feedback mechanisms.
 - Balancing technology and human touch in customer interactions.
3. Distribution Channels in the Digital Age:
 - Navigating online travel agencies (OTAs) and direct booking strategies.
 - The role of social media and influencer marketing in tourism.
 - Trends in digital marketing for reaching and engaging future customers.
4. Technological Disruptions in Tourism:
 - The role of artificial intelligence and machine learning in tourism.
 - Augmented and virtual reality applications for enhancing visitor experiences.
5. Innovations and Product Development for Future Visitors:
 - Creating unique and memorable tourism products and experiences.
 - Sustainable and regenerative business practices.
 - Creating inclusive and accessible experiences across the entire customer journey.
 - Incorporating technology for seamless guest experiences.
 - Incorporating cultural and local elements in product development.
 - Trends in adventure tourism, wellness tourism, and other niche markets.
 - Collaboration and packaging with traditional and non-traditional partners (NGOs, arts and cultural practitioners and organisations, First Nations business and communities).
6. Adapting to Environmental Disruptions:
 - Sustainable and regenerative tourism practices and their impact on customer choice.
 - Climate change considerations for tourism businesses.
 - Strategies for resilience in the face of environmental challenges.
7. Crisis Management and Resilience:
 - Preparing for and managing crises in the tourism industry.
 - Building resilience against unforeseen disruptions.
 - Case studies of successful crisis management in tourism.
8. Community Engagement and Responsible Tourism:
 - The importance of involving local communities in tourism development.
 - Ethical considerations in tourism business operations.
 - Best practices for responsible tourism.
9. The Role of Leadership in Navigating Change:
 - Leadership strategies for driving innovation in the tourism sector.
 - Overcoming resistance to change within organisations.

Presentation length

In order to cover a range of topics, presentations are limited to:

- 30 – 45 minutes including questions for plenary sessions
- 45 minutes including questions for panel discussions
- 10 – 20 minutes for speed sessions/presentations
- 1&1/2 hours including questions for workshops and 3-hours for masterclasses.

The tourism conference is highly interactive, with questions from the floor encouraged. The conference MC and/or TiCSA staff member will facilitate questions.

Notes to presenters

We are looking for presenters to facilitate/educate/ inspire as a plenary, workshop, or masterclass.

Plenary presenters are strongly encouraged to challenge ‘conventional thinking’ in their content to generate discussion and debate.

Workshops and masterclasses should be practical in nature and, where relevant, include case studies, and activities, encourage interaction and participation, and provide tips and advice that can be immediately implemented by delegates.

There are no fees required to submit a proposal.

Generally, TiCSA does not pay expenses related to attending or speaking at the conference.

Your submission must include

Please [complete this online form](#) which includes the following required information:

1. Your contact details.
2. Overview of presentation and topic you will be exploring (max 200 words): A good abstract will outline the message or the learning objective and will describe the process that the presenter plans to use to engage the audience. How does your presentation link to the conference theme of *‘Evolve, Engage, Excel: Navigating the Future of Tourism’* and tourism business development?
3. Type / Structure: Outline the format of your presentation – is it a workshop, traditional slide presentation, suggestion for a panel discussion or something else?
4. Length: Detail how long you would like for your presentation.
5. Resources: Detail any special resources you need to make it work – e.g., room set up, materials, room size.
6. Personnel: An overview of who will be presenting, their background and experience.
7. Other Information: Anything else you would like us to know about you or your presentation.

p (08) 8231 3085 | e info@ticsa.com.au

TiCSA: Tourism Industry Council South Australia

5 Pirie Street, Adelaide South Australia 5000
GPO Box 2071, Adelaide South Australia 5001 | www.ticsa.com.au | www.trusttheticksa.com.au
ABN. 64 992 585 804

Registration and costs

You will be responsible for your own travel and accommodation costs. TiCSA will waive the Conference registration fee for presenters.

Important dates

Tuesday 27 February – Deadline for [EOI submissions forms](#).

Monday 1 April – Confirmed presenters notified.

Monday 13 May – Submission of final presentation slides to TiCSA.

Tuesday 4 & Wednesday 5 June – South Australian Tourism Conference.

Presenter terms and conditions

The presentation submission is required to clearly identify the topic you would address. There are a limited number of speaking positions available, and applicants will be reviewed and selected at the discretion of TiCSA. If you submit a proposal for a short or medium-length presentation, we may partner you with others to present as part of a single breakout session or as part of a panel. Presenters are responsible for their own accommodation and travel costs. TiCSA does not provide fees for presentations unless negotiated. Applying to present does not guarantee acceptance into the program. All applicants will be contacted 4 weeks after the closing date of the Call for Presentations to be notified whether their proposal has been selected.

If you have any queries or require further information, please email info@ticsa.com.au.