

Call for Sponsors & Presenters

2025 South Australian Tourism Conference

12-13 June, Adelaide

The 2025 South Australian Tourism Conference is being held on Thursday 12 and Friday 13 June at Morphettville Racecourse.

The conference is delivered by the Tourism Industry of South Australia (TiCSA). You can find out more about TiCSA [here](#).

TiCSA invites you to be part of our 2025 conference program by expressing your interest to join us as a:

- Sponsor: align your brand to our program and tourism thought leaders.
- Presenter: bring your tourism leadership, subject matter expertise, small business brilliance to inform, inspire and educate in our workshops and breakout sessions

About the conference

The Conference is the state’s preeminent annual networking and professional development event for the tourism industry and broader visitor economy and is the flagship event of our business capabilities function. It is well attended by tourism business operators, tourism professionals, destination managers, government representatives, industry stakeholders and partners.

Each year, TiCSA delivers a conference program achieves the following:

- An opportunity for tourism operators and stakeholders to come together and connect
- Informs attendees with big picture analysis and expertise on tourism trends, forecasts, and priority issues impacting the industry
- Energises with out of the box speakers, motivating case studies, and inspirational storytelling.
- Ensures attendees walk away with actionable learnings

Our curated, two-day program incorporates a diverse and informative range of expert speakers, panel sessions, workshops/masterclasses, networking, and trade exhibitors.

The conference structure is as follows:

Day 1: Thursday 12 June – workshops and masterclasses		
Morning	Workshop session 1	Masterclass
	<i>Break</i>	
	Workshop session 2	
<i>Break</i>		
Afternoon	Workshop session 3	Masterclass

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TiCSA: Tourism Industry Council South Australia

5 Pirie Street, Adelaide South Australia 5000

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ABN. 64 992 585 804

	<i>Break</i>	
	Workshop session 4	

Day 2: Friday 13 June – conference	
Morning	Official Welcome
	Plenary presentations
<i>Break</i>	
Afternoon	Breakout sessions
<i>Break</i>	
Afternoon	Plenary presentations
	Close
Evening	Conference networking drinks

Call for conference sponsors

TiCSA invites sponsors to be involved with our 2025 Conference.

Opportunities include, but are not limited to:

- Aligning your brand to a tourism thought leaders by sponsoring a keynote/plenary speaker.
- Secure your place in our program by working with TiCSA to curate your presenting opportunity.
- Supporting key industry conversations by sponsoring a panel topic or break out session.
- Showcasing your brand by sponsoring our Day 1 Wine Down Drinks, Coffee Stations, Afternoon Tea or Morning Tea.

You should consider being a sponsor if you want to:

- Increase your brand visibility in the highly engaged and diverse audience across the tourism industry.
- Support the content and discussions shaping the future of tourism.
- Strengthen Industry relationships.
- Gain recognition of your support of TiCSA and the wider tourism industry.

What we look for in sponsors

We are looking for sponsors that align with the key purpose of TiCSA and the outcomes we hope to deliver through our Conference. Sponsorships are negotiated with a set of mutually beneficial deliverables tailored to each sponsor based on your desired outcomes.

Submit your interest as a sponsor

Email laura@ticsa.com.au to express your interest with details on how you are interested in sponsoring the 2025 Conference.

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Call for presenters and speakers

TiCSA is calling for presentations and speakers 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, knowledge, strategies and practices that meet current and future needs, trends and opportunities for businesses, destinations and visitors.

Potential subject areas include (but aren't limited to):

- Tourism trends/emerging opportunities – markets, experiences, accommodation, attractions, travel modes.
- Exploring the evolving expectations and preferences of future visitors.
- Destination stewardship and involving local communities in tourism.
- Regenerative tourism businesses and operations.
- Strategies and tools for enhancing the customer journey and visitor experience.
- Creating inclusive and accessible experiences across the entire customer journey.
- Leveraging data analytics for a deeper understanding of markets and visitors.
- Marketing tourism experiences and destinations, brand, digital and content creation skills.
- Social media and influencer marketing in tourism.
- Distribution channels and the digital tourism marketplace.
- AI in tourism and business operations.
- Balancing technology and human touch in tourism experiences.
- Packaging and incorporating cultural and local elements in product development
- Collaboration and packaging with traditional and non-traditional partners (NGOs, arts and cultural practitioners and organisations, Aboriginal businesses and communities)
- Strategies and case studies for building resilience and crisis management in businesses and destinations.
- Measures of tourism success and business performance
- Workforce and skills: employer of choice strategies, employee wellbeing, modern leadership, being an inclusive employer, managing mental health
- Better business: more efficient business practices, financial health and resilience, managing risk, cybersecurity

Presentation length

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

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- 30 minutes for plenary sessions (day 2)
- 45 minutes including questions for panel discussions comprising 3 – 4 speakers (day 2)
- 20 minutes for breakout sessions/presentations (day 2)
- 1.5 hours including questions for workshops (day 1)
- 2.5 hours for masterclasses (day 1)

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 educate and inspire as a plenary, workshop, or masterclass.

Plenary presenters are strongly encouraged to interrogate industry issues, reveal new insights or 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 back into their business.

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 aims of the conference 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.

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7. Other Information: Anything else you would like us to know about you or your presentation.

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

Friday 28 February – Deadline for [EOI submissions forms](#).

Monday 1 April – Confirmed presenters notified.

Monday 31 May – Submission of final presentation slides to TiCSA.

Thursday 12 & Friday 13 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 within 6 weeks of 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.