

TOURISM WEEK 2010

Mackay-Isaac Region Tourism Conference



Mackay - Isaac
vibrant spirit • thriving region

CONFERENCE PROGRAM & REGISTRATION FORM

Thur 25 March 10am-4pm at Mackay Entertainment & Convention Centre

Take a day out of the year to gain some vital insights for your business planning in the months and years ahead. Mackay Tourism has assembled a distinguished panel of public and private-sector speakers to address the following important issues:

- 0930 Registration, tea and coffee, displays manned
- 1000 Conference welcome and opening - Mr Paul O'Connor – Chairman Mackay Tourism Limited
- 1005 Opening Address – An external perspective of the region's tourism future
Mr Albert Stafford – The Stafford Group (tourism consultants)
- 1030 Major issues confronting Queensland's tourism operators
Mr Daniel Gschwind – CEO, Queensland Tourism Industry Council
- 1100 The economic outlook for Mackay – Isaac and the implications for tourism
Ms Narelle Pearse, CEO, Mackay – Whitsundays Regional Economic Development Corporation
- 1130 The changing consumer marketplace
Mr Steve McRoberts, Director of Marketing, Tourism Queensland
- 1200 Communications and the role of the print media
Mr Grant Ferry, Northern Region Commercial Director, Australian Provincial Newspapers (APN)
- 1230 Important News from Mackay Tourism
- 1245 Luncheon at the MECC (with speaker)
- 1330 Environmental imperatives – and your bottom line
Mr Mark Olsen, EC3 Global – Queensland's Sustainable Regions Project
- 1400 Our region's tourism-related Development projects – What, Why and When ?
Mr Marc Turner, Destination Management Officer – Mackay Tourism
- 1430 News from Queensland Parks and Wildlife
Mr Leigh Harris, Regional Manager Capricornia
- 1450 Publicity and PR tips and support from Tourism Queensland
Mr Bruce Wallace, Director Market Activation and Publicity
- 1515 Open Forum – time for your say, questions and answers
Chaired by Nick Bennett, MD, Minds Aligned
- 1615 Conclusions and close - Mr David Phillips, General Manager, Mackay Tourism

Don't miss this exceptional learning and networking opportunity

Bring your partners and staff. Morning tea and buffet luncheon included

Sponsored by

Daily Mercury

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REGISTRATION FORM

Please register your details on the form below to secure your place.

COMPANY NAME: PHONE:

CONTACT PERSON: EMAIL:

ATTENDEES:

1..... 2.....
3..... 4.....
5..... 6.....

PAYMENTS:

Members: \$70 x people = \$..... Non-members: \$85 x people = \$.....

TOTAL = \$_____

PAYMENT DETAILS:

Please find enclosed a cheque/money order for \$..... made payable to Mackay Tourism Ltd.

Alternatively charge my credit card mastercard visa amex (3% surcharge)

Card No: Expiry : /

Name of cardholder:

Signature:

Enquiries P: 4944 5803 E: partnerships@mackayregion.com W: www.mackayregion.com

Registration and pre-payment is essential. All fees are quoted inclusive of GST. Cancellations received before Monday 22 March will receive a full refund less a \$5 administrative fee per person. Cancellations received after Monday 22 March will not receive a refund.

Please fax this completed form to 4952 2034
or post to Mackay Tourism, PO Box 5754, Mackay MC QLD 4741