



Lunch Speaker Series Programme 2019

Event of:



Premier sponsor:



Supported by:



Managed by:



info@trenz.co.nz
www.trenz.co.nz



Lunch Speaker Series

Join us 1.45pm – 2.30pm on Tuesday 14 May and Thursday 16 May for the TRENZ Lunch Speaker Series. Enjoy lunch while you gain valuable insights listening to stimulating New Zealand and international speakers.

Location: TRENZ Presentation HQ, mezzanine floor

Tuesday 14 May, 1.45pm

Tiaki Promise

The session will focus on what the Tiaki Promise is. Why it is important, and how you can incorporate Tiaki into your business. We will discuss what is working well, what the response is from visitors, and the impact it is having on tourism and our environment.

Facilitator:

- Rebecca Ingram, General Manager New Zealand & Government Relations, Tourism New Zealand

Panellists:

- Kiri Atkinson-Crean, General Manager Sales and Marketing, Te Puia
- Koro Carman, New Zealand Visitor Experience Ambassador, Footprints
- Bobbi Brown, General Manager Tourism, Events and Community, Venture Southland

The importance of storytelling

Find out why our industry needs to get better at storytelling – and the risks if we don't. What makes a good story and how do you identify a newsworthy story within your business?

In 2018 a campaign was launched to encourage the industry to tell tourism stories to our communities, including the public, local government and other sectors. Tourism communications specialist Cas Carter has been involved in this campaign from the outset. She will discuss what we mean by telling stories, what our channels of distribution are, and the importance of stories for tourism and how this can benefit the industry.

Presenter: Cas Carter, Company Director, Cas Carter Communications



Thursday 15 May, 1.45pm

Why most consumer data doesn't work for travel brands

In today's world, traditional marketing methods are no longer as effective and travel and tourism businesses must adapt accordingly. Timely, personalised marketing is key, underpinned by relevant insight and data.

In this session, you will discover the key data requirements needed to support your marketing and how this data can be used to deliver personalised visitor experiences.

International tourism data co-op ADARA provides the travel and tourism industry with greater visibility into the needs and wants of travel consumers. It counts some of the world's largest travel brands amongst its clients.

Based in Auckland, Tomahawk is a tourism digital marketing expert, uniting creativity, data sources and technology to help tourism businesses grow.

Presenters:

- Gina Paladini, Company Director, Tomahawk
- Luke Donkin, Sales Director Australia, New Zealand, and Pacific, Adara

Integrating Māori culture – growing staff confidence, comfort and pride to share culture

While still at the beginning of its cultural journey, Air New Zealand's priority is to continue to improve its engagement with te reo Māori. This has opened conversations that have led to strong strategic relationships with the Māori community.

Air New Zealand will provide an update of its cultural journey, strategic partnerships, and the resources it will soon make available to assist the tourism industry and visitor engagement with te reo Māori.

Presenter: Henare Johnson, Māori Development Manager, Air New Zealand