



## Digital Marketing and Innovation in Tourism

26 June 2018, HH4-08, level 4 Sir Hans Heysen building, City West campus, North Terrace, Adelaide

<b>13:00 – 13:30</b>	<b>Registration</b>
<b>13:30 – 13:40</b>	<b>Welcome</b> <b>Professor Marianna Sigala</b> , Professor of Tourism, Director of Centre for Tourism and Leisure Management (CTLM), School of Management, University of South Australia
<b>13:40 – 15:15</b>	<b>Digital Marketing &amp; Innovation Key Success Factors &amp; Practices</b> <b>Mr Edward Brooks</b> , Senior Manager - Digital Marketing, South Australian Tourism Commission (SATC) <i>Social media advertising – How the SATC is using social media advertising to promote tourism in South Australia</i>  <b>Professor Peter O'Connor</b> , Professor of Information Systems, ESSEC Business School, France <i>Online Marketing – the challenge of conversion</i>  <b>Professor Marianna Sigala</b> , Professor of Tourism, Director of Centre for Tourism and Leisure Management (CTLM), University of South Australia <i>Gamification and Story -Telling: the killer practices in digital marketing</i>  <b>Discussion Panel</b>
<b>15:15 – 15:30</b>	<b>Coffee break (networking)</b>
<b>15:30 – 17:00</b>	<b>Digital Marketing &amp; Innovation</b> <b>The Case Study Workshop – The Practical Implications</b> <b>Ms Liz Ward</b> , CEO, Tourism Tribe <i>Case Studies in Digital Marketing from the front line</i>  <b>Dr Darren Oemcke</b> , Marketing Director & <b>Sean Jolley</b> , Marketing Consultant, Hydra Consulting (Hydraco.com.au) <i>Digital Impact Benchmarking – Case Studies</i>
<b>17:00 - 17:15</b>	<b>Short break</b>
<b>17:15 - 18:00</b>	<b>Digital Marketing &amp; Innovation Research Findings and Future Directions</b> <b>Dr Jia Tina Du</b> and <b>Ms Jannatul Fardous</b> , School of Information Technology and Mathematical Sciences, University of South Australia <i>Group trip planning and information seeking behaviours by mobile social media users</i>  <b>Mr Mark Kasperski</b> , Lecturer, International College of Hotel Management <i>The psychology of social media and tourism</i>  <b>Discussion Panel</b>