

ATEC WA PRESENTS:

THE FUTURE OF TOURISM MARKETING IS SMALL TOWN RULES

Customers demand authenticity, honesty, uniqueness and a level a service rarely ever seen outside of small towns, where business owners know their customers personally.

It is without a doubt that social media has changed the landscape in tourism marketing. One guest's voice is now greater than ever and your business now has to compete on a whole different level that didn't even exist a few years ago.

Join us for a special 2-hour talk on:



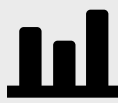
The latest in online marketing strategies



How to design sociability into your products, websites and content helping your brand spread through social media



How to hire the right help (and who to stay away from)



Recent changes to Google Analytics and what the data is telling you



How to design professional marketing material on any budget



Why most social media profiles suck, and what to do to fix them



and this year's best case studies from around the world

Tuesday, 31 May 2011
Perth Convention
Exhibition Centre
9:45am – 12noon

ATEC member \$77

YATEC member \$55

Non ATEC member \$99

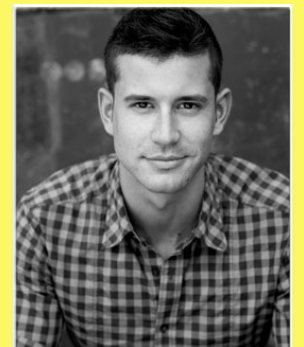
The future of tourism marketing is small town values, where everybody knows your business.

To register please complete the attached form or contact margaret.wilson@atec.net.au

About the speaker:

Jesse Desjardins

Jesse is the former Online Director at Global Gossip. Back in Australia by popular demand he brings the latest strategies in online marketing from around the world. His most recent clients include Cape Town Tourism, Jordan Tourism, Tourism Queensland and LinkedIn. His work has been featured on Fox, CBS, Mashable, Lifehacker and Reader's Digest. His presentations have been seen by over a million people this year and currently hold the title of the 'World's Second Best Presentation' on Slideshare.



PERTH
AIRPORT

ATEC
Australian Tourism Export Council
the voice of inbound tourism

QANTAS **ACCOR**



The Future of Tourism Marketing is Small Town Rules

Tuesday 31 May 2011
Perth Convention Exhibition Centre
9.45am for 10.00am start – 12.00noon finish

REGISTRATION FORM – TAX INVOICE

PLEASE RSVP to FAX 08 9315 3290 or email margaret.wilson@atec.net.au

DETAILS....

Mr/Mrs/Ms _____ First Name _____ Last Name _____
Preferred Name for Badge _____
Position _____ Organisation _____
Postal Address _____
State _____ Postcode _____ Phone _____ Fax _____
Mobile _____ Email _____

COST OPTIONS... (please tick)

ATEC Member \$ 77.00 (per person GST Inclusive)
YATEC Member \$ 55.00 (per person GST Inclusive)
Non Members \$ 99.00 (per person GST Inclusive)

Please fill out one registration form per person

PAYMENT...

Cheque - Payable to ATEC Amex /Visa / MasterCard

Cardholders Name _____

Card Number _____

Amount \$ _____ Expiry Date _____

Signature _____

**Registration will not be completed unless payment is received prior to event.
Please send to:**

**Margaret Wilson
ATEC WA Branch Manager
PO Box 717, Applecross, WA, 6953
Ph: 08 9316 8505 Fax: 08 9315 3290**

PLEASE RSVP by Tuesday 24 May 2011

NO SHOWS will be charged & cancellations less than 3 days prior to the event will incur a 50% cancellation fee.