



BBFAA
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INDUSTRY DAY 2011

Tuesday August 16th

'Serafinos', Kangarilla Road, McLaren Vale

PROGRAM INFORMATION

“Getting Heads on Beds”

		Program			Notes:
9.00 – 9.30	1	Registration and Coffee		Meeting of BBFAA Regional Representatives with Tina Gobell.	
9.30 – 10.45	2	INFORMATION SESSION (10 -12 minutes each)	<ol style="list-style-type: none"> 1. CHAIRPERSONS WELCOME 2. BBFAA DIRECTION 3. ACCREDITATION ATAP 4. SATC 5. AAAT CHANGES 	<ol style="list-style-type: none"> 1. PETER MANUEL 2. CIARAN CRYAN 3. WARD TILBROOK 4. NICOLE MORDOWICZ 5. TBA 	<i>The information sessions responds to areas where BBFAA members have asked for information updates.</i>
10.45 – 11.15	3	MORNING TEA	(scones/jam and cream: tea/coffee)		
11.15 – 11.35	4	MARKETING SESSION	REGINA TWISS Strategies for tapping into the International Markets		<i>Regina is Director of the North Adelaide Heritage Group of B&Bs and a past chairperson of the South Australian Tourism Export Council (SATEC).</i>
11.35 – 11.55	5	BUSINESS MANAGEMENT SESSION	CORINNA STEEB: Strategies that attract customers from the domestic market to use Bed and Breakfasts		<i>Corinna is founding director of Rubys Creative Business Solutions. Corinna holds a range of formal qualifications including a BSc (Honours), a PhD in Medical Sciences as well as Certificates in Business Administration including; Graduate Certificate (GAICD) from Australian Institute of Company Directors and Graduate Certificate (CPMgr), from the Australian Institute of Management – and she runs a B&B</i>
11.55 – 12.10	6	QUESTIONS OF SPEAKERS	<i>REGINA & CORINNA</i>		
12.10 – 12.30	7	INTERNET SESSION ONE	FABIENNE WINTLE-RABBIOSI / PAIGE ROWETT “Putting the Internet to work” - effective website planning, set up and CMS - SEO - Key resources available on UntangleMyWeb - Internet training via MyWebSchool		<i>Fabienne is CEO of Untangle My Web. She is an expert in internet marketing and has been asked to focus on effective website set up and CMS (management of your own website), SEO and social media including online reputation management (eg how to deal with Trip Advisor). She also has an excellent online web support and training modules called “MyWebSchool” which would benefit members.</i>
12.30 – 12.50	8	INTERNET SESSION TWO	FABIENNE WINTLE-RABBIOSI / PAIGE ROWETT “How to make the Social Media work for you” - using facebook, twitter, trip advisor etc -online reputation management		<i>Paige is currently employed by the SATC as Regional Tourism Coordinator in the Barossa. Due to SATC’s restructuring of regional roles, her job will become redundant at the end of June. She is therefore launching her new business as a digital marketing consultant and has a working relationship with Fabienne.</i>
12.50 – 1.00	9	QUESTIONS OF SPEAKERS	<i>FABIENNE & PAIGE</i>		
1.00 – 2.30	10	LUNCH	entrée: Smoked Salmon and prawns with citrus segments, meselin horseradish caper parfait and lemon dressing mains: served alternatively: (a) Roast peppered rack of lamb with candied sweet potato and pumpkin with red current and rosemary glaze. (b) Baked breast of free range chicken with cheese, sundried tomato and pine nut stuffing, pesto & cream and sauce <i>Dietary requirements are catered for separately and these meals will be at the chef’s discretion</i>		

2.30 – 2.45	11	NEW TECHNOLOGIES AND THEIR APPLICATION	DAMIR STOJKOVIC From iviewsouthaustralia.com “New Technologies and New Markets”				<i>Damir is the Managing Director of our sole sponsor company iviewsouthaustralia.com – a company at the cutting edge of visual technologies appropriate for iphones, iPads, and modern communication devices</i>
2.45 – 4.00	12	WORKSHOP ONE USING INTERACTIVE TECHNOLOGIES (a) Damir Stojkovic <i>This workshop combines:</i> <ul style="list-style-type: none"> • The Internet, Facebook, Social Media, iPhone Apps and Virtual Tours • iView South Australia Virtual Tour Directory • WORLD FIRST! Introducing Facebook Virtual Tours - showing your virtual tour inside a Facebook page. • WORLD FIRST iViewSA iPhone App “Your listing is FREE” • Why a Virtual Tour is the best marketing tool. • Using Social Media to your advantage. • Reaching local and overseas markets. 	WORKSHOP TWO MANAGING YOUR SMALL BUSINESS EFFECTIVELY (a) Corinna Steeb <i>This workshop will discuss some basic principles of good management in running a Bed and Breakfast. Corinna is a Business Consultant in small business and a BBFAA Member.</i>	WORKSHOP THREE INTERNET WORKSHOP A (a) Paige Noble <i>Bring your laptop computer from home and in a hands-on session to learn some basic skills.</i> <ul style="list-style-type: none"> • What is Facebook? • How to I set up a facebook account? • What is social media? • Why do I need to care about it? • First steps? etc 	WORKSHOP FOUR INTERNET WORKSHOP B (a) Fabienne Wintle-Rabbiosi <i>Learn some further social media strategies and skills (This session presumes some basic expertise/prior knowledge eg prior understanding of what social media is, already have Facebook business account set up, already avid participants in the social media space and use facebook, youtube, twitter etc)</i> <ul style="list-style-type: none"> • Focus is on how to really make social media work for your business in a time effective “do able” manner with tips, suggestions etc • Tips on how to make the most of your facebook page • Tips on how to make the most of trip advisor, how to respond to reviews etc • Other online reputation management tools • New future things on the horizon – where social media is going, what’s coming next? 	WORKSHOP FIVE WORKING TOGETHER IN A REGION (a) John Barson (print) (b) Tony Fawcus (web) (c) Visitor Information Centre staff. <i>A look at a model where a number of Bed and Breakfasts have chosen to work together to improve their marketing and hence booking opportunities – a great opportunity to share ideas.</i>	
4.00 – 4.10	13	Plenary session					
4.10 – 4.40	14	AGM OF BBFAA (SA DIVISION)	(a) Chairperson’s report (b) Treasurer’s report		(c) Business from the floor (d) Election of Officers		
4.40	15	NETWORKING HAPPY HOUR	At Serafino’s Conference Centre (at own cost)				