



5th E-Tourism East Africa Conference #ETEA15

5th-6th October 2015

Intercontinental Hotel

Conference Programme

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Selected Speakers

Damian Cook – E-Tourism Frontiers

Damian is the founder and CEO of E-Tourism Frontiers, a major global initiative to develop online tourism in developing markets globally. After working as a consultant in both the public and private sector, developing destination websites and online marketing campaigns, he formed E-Tourism Frontiers, taking a practical, business-driven approach to assist emerging markets around the world. He is a director of Atta and a frequent presenter at global tourism forums. E-Tourism Frontiers has worked with 35 destinations and successfully trained over 6 000 tourism professionals, small to medium businesses and tourism students, and has brought leading international experts and major travel firms and intermediaries to new markets to do business for the first time. Damian has made presentations to numerous international forums, including recently the PATA Digital Academy and the 2015 Scottish Tourism Week. Each year he holds the extremely popular eTAS (E-Tourism Africa Summit), in conjunction with South African Tourism.



Musa Kalenga- Facebook



Musa Kalenga is a change agent for the marketing landscape within Sub-Saharan Africa. As an academic, he is committed to research the best options for companies to promote and market their products. An avid supporter of the digital media age, he has a vibrant online presence. However, Musa's enthusiasm for the African continent and for marketing makes him an enigmatic public speaker. He's a team player, and enjoys his freedom to think "without the box" to create viable, affordable, sustainable solutions in the marketing and communications fields.

Chad Shiver – TripAdvisor

Chad is a destination marketing organisation account manager at TripAdvisor, the world's largest travel website. He works with destinations around the world, including all of sub-Saharan Africa, in establishing destination awareness campaigns to target TripAdvisor's users. He comes to TripAdvisor with a tourist board background himself, having worked with the Japanese National Tourism Organisation for seven years.



Nicola D'Elia - Airbnb



Nicola is the Airbnb General Manager for Africa and the Middle East. Prior to joining Airbnb, Nicola worked for Facebook where he managed the company's growth strategy and mobile partnerships for EMEA. Nicola also worked for the GSMA Development Fund. Based in Uganda, he managed the rural connectivity and Green Power for Mobile initiatives. Nicola worked for Accenture within the Communication and High Technology division in Italy and Germany.

Jacqui Cooks – Twitter

With over 15 years of international and domestic experience in the hospitality and tourism industry, this thirty-something global gypsy and Tripadvisor junkie has taken a decidedly different step in the digital direction as a Twitter travel account exec. Her passion for both social media and travel are evident in her travel blog: [The Jax Blog](#).



Ross Kata – Expedia



Ross has been working for Expedia in Africa since 2003. He spent seven prior years in the hotel and tour operator industry in Europe and APAC. His primary role on behalf of Expedia is negotiating airline, hotels, destination experiences and affiliate deals with considerable expertise in online retail, mobile and social media. He has extensive knowledge of the African online and travel industries. Ross has also been a Board member of the Tourism Business Council of South

Africa since 2011.

Andre Van Kets –Discover Africa Group

As cofounder and chief marketing geek at Discover Africa Group, Andre Van Kets believes in travelling with purpose. His team builds platforms that share Africa's great stories and solve challenges facing the modern traveller to Africa. Andre has enjoyed surfing, running and swimming for many years. He recently discovered that yoga is not as easy as it looks.



Eran Feinstein- 3G Direct Pay

Eran Feinstein is the founder of 3G Direct Pay Limited, a global e-commerce and online payments solutions for the travel and related industries. With over 14 years of leading technology, sales, marketing and operation teams Eran is an authority in the East African e-commerce and payments arena.

Jill Bennett-Howes - ResRequest



Jill is co-founder of ResRequest, a South African-based software company specialising in Central Reservations and Property Management solutions for remote lodge destinations, boutique hotels and multi-property groups. She has 20 years of technology experience and began in sales and marketing with the Stocks Technology Group. Jill moved into system development specialising in user interfaces for web-based applications 15 years ago. Her interest in remote lodges and hotels was driven by her passion for travel to far reaching places. ResRequest operates in a quarter of Africa and connects central reservations directly to hundreds of travel agents and tour operators. Jill has been involved in online booking trends in Africa for more than a decade and understands the business requirements of suppliers, direct customers, and booking agents.

Day One

INTRODUCTION:

9:30am Keynote Presentation: The New Business World

Damian Cook – CEO E-Tourism Frontiers

The African travel business has come of age and we are now approaching digital domination of our travel business. Driven by local innovation and global market forces a new landscape has been shaped and most of our destinations and businesses have embraced or at least appreciate the vital role of online. With this years event we are moving beyond education and towards discussion of the varying opinions, approaches and techniques for effective digital marketing and management of travel.

In this opening session we look at how this new digital landscape has been formed globally and locally and how new online opportunities have created great success stories, but how constant market evolution has created new radical challenges for our markets. From this opening presentation the agenda for the event will be formed.

10:30am Facebook as a Travel Market

Musa Kalenga: Facebook

As we rethink the way we market travel and who we market to- social media is reshaping our perceptions of targeting, sales and conversion. Facebook now represents a potential source market of over 1.3 Billion people, all constantly sharing and engaging with each other, businesses and communities. With travel one of the most shared experiences, how is Facebook evolving as a travel marketplace?

11:00 am Networking Coffee Break

11:30 am Google: The Ever Changing Landscape

The rapid evolution of social media and its influence on search and referrals for conversion is changing the digital landscape so radically and constantly that it has created a confusing new world for many business owners and marketers. Have websites ceased to be of any use or are they more important than ever? Have the two merged into a new 'Social Web' and if so what exactly does this mean?

12:00 Twitter in Travel

Jacqui Cooks- Twitter

Twitter is evolving into a platform with multiple functions from customer service, through sharing of links to direct advertising. We'll see the way that the platform is developing and what opportunities there are for local travel businesses.

12:30 Panel Discussion: Customers in Control

Moderation and Questions by Damian Cook

In our new digital marketplace, traditional roles and strategies are being redefined, and when we look at our products and source markets we see that now communities are more important than countries, and that the real marketing power lies in the hands of our most valuable asset: Our Customers. But how do we best work with them?

Presenters and Participants:

- Facebook (Musa Kalenga)
- Twitter (Jacqui Cooks)
- Google (TBC)

1:00 pm Lunch

2:00pm Customer Relationships Online

Fleur Veen : Revinate

With customers now playing a key role in marketing, maintaining client relationships and turning them into brand ambassadors is essential. How can we use technology to manage and maximize this?

2:30 Local Solutions for Travel

Andre Van Kets- Discover Africa Group

Andre, the Head of the Discover Africa group who have built a variety of tourism based applications, tools and campaigns across Africa talks us through some case studies and explains how a locally driven approach and content is essential when building solutions for Africa.

3:00pm

Travel Sharing: Changing the Game

The rise of travel sharing resources such as AirBnB and UBER has revolutionized the world of travel. While some may have viewed this as a potential many have seen it as a new opportunity for growth, and as travellers increasingly seek out these products what are the opportunities for traditional travel players to compete, partner and benefit?

Interviews:

- AirBnB (Nicola D’Elia)
- UBER

4:00 pm Closing Networking Coffee

Day Two

9:00 am Digital Destinations: Global and Local

Global best Practice and Local Opportunities by Damian Cook

A presentation on the experience, challenges and successes of some of the world's most successful digital destinations, and how they discovered the right mix of content, community and conversion.

We'll then look at a local Kenyan example of what happens when a group of stakeholders get together to create and market their own brand.

9:30 am Make It Kenya

Victoria Johnson- Graylings

A preview of the digital elements of Kenya's new global marketing campaign Make It Kenya identifying key platforms, partnerships and content.

10:00 Destinations Working with Visitors

Chad Shiver: TripAdvisor

Trip Advisor is now the world's largest travel site and a major part of any travel decision making process. This key role in the travel distribution process has enabled access to rich data that shows not just how travellers are booking, but how they are thinking and planning travel and this is increasingly not just informing destinations but providing marketing resources. This presentation shows some key learnings for Destination Marketing.

10:30 Regional Opportunities

The Growing East African Brand by Carmen Nibigira (East African Tourism Platform)

The joint marketing of East Africa as a destination is gaining momentum, but the logical platform for this is digital, and to engage potentially travellers researching the rich diversity of attractions on offer across the region.

11:00 am Networking Coffee Break

11:30 Panel Discussion: What are DMOs For?

Moderation and Questions by Damian Cook

One of the most hotly discussed topics in today's travel landscape is a relatively simple question with a complicated answer: What exactly are Destination Management Organizations For? With control of content, engagement, conversion and distribution increasingly resting in the relationship between the trade and their customers, what is the role of a DMO? How can they empower their trade, encourage their visitors to share their experiences and stay relevant?

Presenters and Participants:

- Kenya Tourist Board
- East African Tourism Platform
- County Tourism Officials
- TripAdvisor

12:00pm The Growth of Online Travel Business in Africa**Visa**

The key to understanding the changing market place for travel is electronic spending and where money is being spent in advance online and in the destination when travelling. Visa will share the latest statistics and trends in electronic spend across the region to help us understand the new business landscape.

12:30pm TripAdvisor for Business**Chad Shiver- TripAdvisor**

As user generated content plays a key role in travel marketing and reputation management- TripAdvisor looks at the most important tools and techniques local businesses can use to improve their image and use the new TripConnect tools to drive bookings.

1:00pm Lunch

2:00 The Growth of Online Travel Business in Africa**Ross Kata- Expedia**

What do the leading sellers of online travel see as the most significant changes to the business, and how are they responding to an evolving marketplace? How is the domination of social changing the agency and tour operator model?

2:30pm Online Travel: Business Evolution

How are online distribution channels evolving, particularly the relationship between suppliers and the intermediary channels that connect them to clients. What solutions are being found to streamline distribution, payments and open sales to experience driven travel outside of tradition ticketing and accommodation?

Presenters and Participants:

- Eran Feinstein 3G Direct Pay
- John Ross (Nights/Activity Bridge)
- Jill Bennett Howes (ResRequest)

3:30 pm Seminar:**Social Media Tool Box- Top Ten Tips****Damian Cook – CEO E-Tourism Frontiers**

In this seminar we will take a look at the latest developments in the online world for tourism business and product managers. E-Tourism Frontiers CEO Damian Cook, who trains travel professionals throughout Africa and in emerging markets worldwide, will discuss how best to practically, affordably and sustainably grow your business online and use social media for your travel business, using real world examples from local and global tourism businesses and destinations.

4:30 Closing Coffee