

PROGRAM - FUTURE FOCUS

7.00am	Arrival - Coffee, Networking and DQ Registration
8.00am	Welcome to Country - Shannon Ruska & Family
8.10am	MC Welcome and Introduction - James Tobin
8.20am	Welcome - Chair of QTIC, Elsa D'Alessio
8.25am	Opening Address
8.35am	Vision for Tourism in Queensland - The Minister for Environment, Tourism, Science and Innovation, Andrew Powell MP
8.50am	Vision for Tourism in Queensland - Department Environment, Tourism, Science and Innovation Director General, Trish O'Callaghan
9.00am	Key Note Address: Future Focused - Anders Sorman-Nilsson

SESSION 1: MARKETING AND BRANDING

9.35am	Building our Brand: Visitor Economy Servicing and Delighting
10.10am	Morning Tea sponsored by Respax
10.30am	The Value of Events: from Business Events to Festivals and Everything In-between
11.15am	Marketing and Events update (Bluey, Drive Tourism, International Market)

SESSION 2: SUSTAINABILITY

11.45am	Future Focus: New Developments towards Carbon Emissions
12.15pm	Technology and the Business Environment
12.50pm	Lunch sponsored by Expedia
1.20pm	First Nations: Keep the Fires Burning - Comedian/entertainment Sean Choolburra
1.45pm	First Nations Tourism Update: Keep the Fires Burning

SESSION 3: TECHNOLOGY

2.05pm	Technology You Didn't Know You Needed
2.40pm	Afternoon Tea sponsored by Griffith University

SESSION 4: EVENTS - 2032 OLYMPICS AND PARALYMPICS

3.00pm	Re-ignite the Excitement - Fireside chat with Olympian Ariarne Titmus and Paralympian Curtis McGrath, facilitated by Steve Titmus
3.45pm	Leveraging the Olympics and Paralympics for Queensland
4.25pm	Close - Melanie Anderson, QTIC
4.35pm - 5.30pm	Networking Drinks

