



Northland Tourism Seminar Programme

Thursday 2 September 2010
Northland Events Centre, Okara Drive, Whangarei

- 9.00 Registration
- 9.20 Welcome by **Jeroen Jongejans** *Tourism Development Group, Chair*
- 9.25 **Rugby World Cup 2011**
1. **Sandra Parkinson** – the big picture
Head of Marketing & Communication, Rugby Travel & Hospitality (NZ) Ltd
 2. **Brian Roberts** – regional picture
General Manager, Destination Northland
 3. **Kate Claydon** – local events
Regional Festival Coordinator Northland 2011 & Collective Concepts
- 10.45 Morning tea – **sponsored by BookIt**
- 11.15 **Tim Cossar** *Chief Executive, TIANZ*
- 12.00 **Catherine Bates** *General Manager, Consumer Marketing, Tourism NZ*
- 12.45 Networking lunch (1 hour)
- 1.45 **Jeroen Jongejans** *Tourism Development Group*
- 2.05 **Brian Roberts** *Destination Northland*
- 2.30 Short break
- 2.40 **Social Media Marketing** - 2 workshop groups:
1. Novice/beginners - **Stephen Gardner** *Deep Web Design*
 2. Advanced – **Craig Garner** *Magpie Media*
- 4.10 Group discussion
- 4.55 Farewell from **Jeroen Jongejans** *Tourism Development Group, Chair*

