

EVENT PROGRAM

This year's theme is all about having a growth mindset in uncertain times. We will hear from some of the country's most innovative and forward-thinking leaders.

Learn about using AI to generate content, how to market your business in challenging times, and why you should invest when others are cutting back.

Gain insights into the international market and what they expect, as well as real life examples of how to get traction in the weddings and events space.

Understand how to utilise social media, learn about TYPsy, a new (free) online hospitality and training platform and hear from Booking.com about our region's performance, forecasts and how to market your property.

A finance expert will talk about how to survive in a lower spend environment, and our friends at Visit Victoria and Tourism Australia will also keep us up-to-date with the latest marketing initiatives, and how you can get involved.

Our keynote speaker, a behavioural scientist who has presented on the international stage and worked with the likes of Visit Victoria, will talk the power of a positive mindset and bring real life examples to us.

MEET OUR PRESENTERS



| 8:15-9:00AM REGISTRATION | |
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| 9.00AM — 9.25AM | <p>WELCOME AND OVERVIEW OF THE DAY Paul Matthews, MC</p> <p>Welcome and Acknowledgement of Country. Agenda and housekeeping</p> <p>Steve Wroe, CEO and Annissa White, Operations Manager Daylesford Macedon Tourism</p> <p>Steve and Annissa will provide a regional update, present the latest regional visitor numbers, and unveil an exciting new regional campaign.</p> |
| 9.25AM — 9.45PM | <p>HOUSING, PLANNING AND MORE: HOW COUNCILS ARE ENABLING GROWTH Bernie O'Sullivan, Macedon Ranges Shire CEO and Bradley Thomas, Hepburn Shire CEO</p> <p>The CEOs of Macedon Ranges and Hepburn Council talk about regional growth and the plans for their Shires.</p> |
| 9.45AM — 10.45AM | <p>USING AI, SOCIAL MEDIA AND CONTENT TO GROW: A WINNING OPERATOR SHARES HIS TIPS AND TRICKS John Hall, Cactus Country and The Paddock at Ulupna</p> <p>John helped grow his family's business Cactus Country, to great heights, using content and social media. John now runs his own businesses, The Paddock at Ulupna, a wedding and accommodation venue, as well as a content creation and marketing business. John will talk about how small businesses can use AI and social media. This practical, relatable session will be followed by an engaging Q&A session.</p> |
| 10.45 - 11:00AM COFFEE BREAK | |

| 11.00AM — 11.20AM | <p>REGIONAL DEMAND FORECAST AND STATS, AND TIPS ON MAXIMISING YOUR WEBSITE LISTING Jack Trainor, booking.com</p> <p>Jack will provide a regional update looking at demand indicators, and tips on how to enhance your online presence.</p> |
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| 11.20AM — 11.40AM | <p>TYPsy: TRAIN AND MAINTAIN YOUR STAFF VIA THIS FREE APP Fiona Sweetman, TYPsy</p> <p>TYPsy is an online training platform designed to support your teams and retain staff. It's a brilliant platform, designed for small tourism and hospitality businesses. Fiona was instrumental in developing TYPsy and will demonstrate how you can use it to benefit your operation and staff.</p> |
| 11.40AM — 12.40PM | <p>THE DREAM TEAM: VISIT VIC, TOURISM AUSTRALIA AND VTIC SHARE WAYS YOU CAN LEVERAGE THEIR SUPPORT AND CAMPAIGNS Felicia Mariani (Victoria Tourism Industry Council), Kristy Malapa (Tourism Australia) and Charles Deuchrass (Visit Victoria)</p> <p>The theme for this session is 'working on your business, not in your business'. Felicia will talk about VTIC programs that you can benefit from, Kristy will talk about international markets and how to get your business 'international ready', and Chuck will show you how you can leverage the 'Every Bit Different' brand campaign. A panel session with Q&A rounds out the session.</p> |
| 12.40 - 1:45PM LUNCH & NETWORKING | |
| 1.45PM — 3.00PM | <p>OUR KEYNOTE SPEAKER SHARES ACTIONABLE WAYS HOW BUSINESSES CAN POSITIVELY INFLUENCE CONSUMER BEHAVIOUR. Dan Monheit, CEO and Co-Founder Hardhat</p> <p>Our keynote speaker is Dan Monheit who has an outstanding reputation. Dan draws on behavioural science concepts and research from Nobel Laureates to explain why well-intentioned marketing and business advice can leave you flat-footed. Real world examples and tangible takeaways will leave you feeling energised and informed. He'll talk about how offering more choices and options, and a long term focus, aren't always good things, and how creating a powerful 'end' moment carries the most weight in customer satisfaction.</p> |
| 3.00PM — 3.30PM | <p>NOT ANOTHER BORING FINANCE TALK: HOW TO MANAGE COMPRESSED MARGINS TOUGHER TRADING CONDITIONS Michael Woods, Newburyport Partners</p> <p>Cost of living pressures have reduced discretionary income, so people are spending less. Inflation is pushing up prices, squeezing profit margins. Consumer confidence is low and the future remains uncertain. How do small and medium-sized businesses manage and come out stronger? Michael's experience in global finance and business start-up - as well as remarkable life experience - will make this a finance session unlike any other.</p> |
| 3.30PM | <p>WRAP UP Steve Wroe</p> <p>Conference conclusion and wrap up</p> |
| 3.45PM — 5.00PM NETWORKING DRINKS AT GINDU'S BAR IN NEARBY WOODEND. | |