

Norwegian Digital Travel Conference

21-22 October 2014

Kristiansand, Norway



Visit
Sørlandet



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#ONTHEROAD



blippar

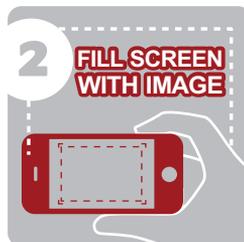
THINK DIGITAL. THINK INTERACTIVE.

The Digital Tourism Think Tank are very excited to introduce their first-ever interactive event programme in Kristiansand. In order to experience and access the interactive content you must first download the free Blippar app, available from Apple App Store or Google Play, to your smartphone or tablet. Once downloaded, simply point your device at any of the programme's Blippar-enhanced pages. To begin with, why not try and Blipp the programme cover.

Not only do we have Blippar in this programme, Stephen Shaw from Blippar will be joining us in Kristiansand to speak about unlocking powerful mobile content. He will also be demonstrating some Blippar examples live on stage, so be sure not to miss this.

HOW DOES BLIPPAR WORK?

Blippar uses the camera in your smartphone or tablet to recognise images that are 'Blippable' and bring the page to life. Follow the three simple steps below to begin to Blipp. Just look out for this icon, right, for Blippable content throughout the programme.



BLIPP TIPS

- » Fill screen with the whole featured page – not just the symbol – when you blipp
- » Use a Wi-Fi network to view videos (and to avoid any cellular data charges)
- » Watch videos full screen by tapping the symbol in the corner of the video page

#NORWEGIANDTC 2014

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DAY 1

09:30 - 10:00 REGISTRATION

10:00 - 10:15 OPENING AND WELCOME

Heidi Sørvig and Nick Hall | Visit Sørlandet, Arena Usus and DTTT

10:15 - 10:30 DIGITAL INNOVATORS DISRUPT

Hans Petter Aalmo and Nick Hall | Innovation Norway and DTTT

10:30 - 11:00 DISRUPTER PITCH

Stewart Smith | Sojern - Martin Chevalley | InnSpire - Alex Bainbridge | TourCMS

11:00 - 11:30 BECOME AN INSTAGRAM CHAMPION

Christianne Wahl | Facebook

11:30 - 12:00 #DIGGERSLO

Katrine Mosfjeld | VisitOslo

12:00 - 12:30 WHICH CIRCLES MATTER IN TOURISM?

Martin Stoll | Sparkloft Media

12:30 - 13:45 DIGITAL CIRCLES: LUNCH AND LEARN

Connecting people on mobile, social and strategy

13:45 - 14:15 TRIPADVISOR: INSIGHTS AND TRENDS IN 2014

Chad Shiver | TripAdvisor

14:15 - 14:45 JOURNEY INTO MOBILE: WHAT HAVE WE LEARN'T?

Tine Thygesen | Everplaces

14:45 - 15:15 UNLOCKING POWERFUL MOBILE CONTENT

Stephen Shaw | Blippar

15:15 - 15:30 AFTERNOON BREAK

15:30 - 16:00 AUDIENCE QUESTION TIME: ASK THE EXPERTS

16:00 - 16:15 DAY 2 SNEAK PEAK

Heidi Sørvig and Nick Hall | Visit Sørlandet, Arena Usus and DTTT

16:15 - 16:30 INTERVIEW: DYREPARKEN'S DIGITAL EVOLUTION

Anniken Bjørnstad Schjøtt | Dyreparken

18:00 - 23:00 GET TOGETHER AT DYREPARKEN!

DAY 2

9:45 - 10:00 GOOD MORNING DAY TWO

10:00 - 13:00 FOUR INTERACTIVE TRACK SESSIONS

Participants will be invited to choose a track session and take part in an interactive morning of learning with their industry counterparts. Delegates will be divided into the following groups:

- Workshops for Businesses:

Tourism businesses will have the opportunity to learn about latest trends and practices, plus, discuss new ideas and a range of digital channels and technologies. Led by experts from Facebook, TripAdvisor and our Think Tank expert Martin Stoll, businesses will receive recommendations, as well as learn how to implement successful social and content. These workshops are organised to provide practical hands-on support that will help to optimise their online presence and attract new customers.

- Workshops for Destinations:

Experts from the Think Tank Team and VisitOslo will encourage an interactive discussion around the importance of workshops and changes within destination strategy. For destinations, this is an opportunity to learn how to organise and implement successful workshops to gain a greater understanding about the traveller in the destination.

- Digital Natives Walkshop:

A select number of participants will embark on an interactive discovery of Kristiansand learning how businesses can effectively engage with visitors on a social, local and mobile level. This is a unique opportunity to understand and experience how travellers and digital natives actually explore a destination. Attendees will navigate around Kristiansand to fulfil certain tasks learning how visitors can act as a destination ambassador and promote places of interest.

- Mobile Experience Walkshop:

Satisfying the growing needs of hyper-connected and tech-savvy travellers through great mobile user experiences has become critical. At its core, a unique and memorable mobile experience requires we understand who our customers are, and what they need. To make this possible, we are introducing a new kind of learning experience that combines an interactive workshop session, an urban walking tour, group discussion, and spontaneous exploration all in one. Otherwise known as a walkshop.

Track Sessions are chosen beforehand

13:00 - 14:00 LUNCH BREAK

14:00 - 15:30 MOVING FORWARD: LEARNINGS AND TAKEAWAYS

This final session will bring everyone together to present and discuss learnings and takeaways. For those that attended, this time will be used to share the findings and insights of the experience and to engage in open discussion. For those that did not attend the walkshops, this is still a good opportunity to listen to what others found beneficial from the day, and what they may change or adapt.

Moderated by Nick Hall | DTTT

15:30 GO HOME... INSPIRED!

DAY 2

WORKSHOPS FOR BUSINESSES

- 10:00 - 11:00** **TRIPADVISOR WORKSHOP**
Chad Shiver | TripAdvisor
- Over the last few years TripAdvisor has become the trusted source in shaping traveller decisions, and today, mobile is changing everything once again. Chad will share everything there is to know in regards to succeeding on the platform as a tourism business.
- 11:00 - 12:00** **FACEBOOK WORKSHOP**
Linn Rønneberg | Facebook
- Tourism businesses will understand the importance of Facebook, plus, the step-by-step process in order to gain the maximum potential from the platform. The workshop will be held in Norwegian.
- 12:00 - 13:00** **SUCCEEDING WITH CONTENT**
Martin Stoll | Sparkloft Media
- The tourism industry is moving more towards providing immersive, multimedia content that engages travellers. Martin will work through the different steps that businesses can, and should, take in order to succeed with their content. In particular, in regards to engaging and "snackable content" which proves to be very powerful in digital.
- 14:00 - 15:30** **MOVING FORWARD: LEARNINGS AND TAKEAWAYS**
Moderated By Nick Hall | DTTT
- This final session will bring everyone together to present and discuss learnings and takeaways. For those that attended the workshops, this time will be used to share the findings and insights of the experience and to engage in open discussion. For those that did not, this is still a good opportunity to listen to what others found beneficial from the day.

WORKSHOPS FOR DESTINATIONS

- 10:00 - 10:30** **DMO WALKSHOP BRIEFING**
Nick Hall and Ramona Wagner | DTTT
- Participants will initially be briefed where they shall meet their groups and be told how to document their findings. For the destinations staying for the workshops, this is a good opportunity to see how a walkshop should be briefed.
- 10:30 - 12:00** **DMO WALKSHOP WORKSHOP**
Nick Hall and Ramona Wagner | DTTT
- Destinations will learn the practical steps of how to put together a walkshop including identifying how travellers are experiencing the destination. To begin, the methodology behind the workshops, including identifying goals and objectives, will be explained. This workshop has a very practical focus and will be very hands on.
- 12:00 - 13:00** **DIGITAL FOOTPRINT WORKSHOP**
Tord Baklund | VisitOslo
- VisitOslo has undergone some significant changes to their overall digital strategy. Destinations will hear from Tord Baklund that VisitOslo is now focusing on their digital footprint, plus, the strategic implications of this innovative way of thinking, and how other destinations can measure and benefit from this approach.
- 14:00 - 15:30** **MOVING FORWARD: LEARNINGS AND TAKEAWAYS**
Moderated by Nick Hall | DTTT
- This final session will bring everyone together to present and discuss learnings and takeaways. For those that attended the workshops, this time will be used to share the findings and insights of the experience and to engage in open discussion. For those that did not, this is still a good opportunity to listen to what others found beneficial from the day.

DAY 2

DIGITAL NATIVE WALKSHOP

10:00 - 10:30 MEETING FOR THE DIGITAL NATIVES AT THE CLARION HOTEL ERNST

Groups assignation and briefing. Here are some of the topics:

- Stop 1: Managing Your Online Reputation
- Stop 2: Location Based Marketing
- Stop 3: Inspire with Instagram
- Stop 4: Storytellers
- Stop 5: Online and Open for Business

10:30 - 13:00 COMPLETE YOUR TASKS!

Groups will return to the Hotel
Collection of all the tasks

14:00 - 15:30 SHARING YOUR FINDINGS FROM THE WALKSHOP

MOBILE EXPERIENCE WALKSHOP

10:00 - 10:30 MEETING FOR THE MOBILE EXPERIENCE AT THE CLARION HOTEL ERNST

Groups assignation and briefing.

Several key locations in Kristiansand will be visited to asses how mobile products enhance tourists' experiences. You will gain first hand experience of good and bad mobile solutions, whilst learning about mobile context and the various strategies visitors adopt to find information. A strong focus will be on mobile user experience practices and guidelines in order to support and attract customers, rather than annoy and confuse them.

10:30 - 13:00 COMPLETE YOUR TASKS!

Groups will return to the Hotel
Collection of all the tasks

14:00 - 15:30 SHARING YOUR FINDINGS FROM THE WALKSHOP

REMEMBER:

The workshops are around town so make sure you don't forget:

- To download suggested Apps
- Comfy shoes
- A big umbrella
- All devices fully charged
- Notes



EVENTS



OPINIONS



FEATURES



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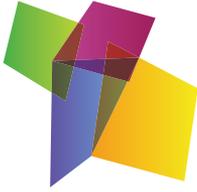
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CONNECTED DESTINATIONS

DIGITAL TOURISM THINK TANK



DIGITAL TOURISM THINK TANK SMARTLAB

CONNECTED DESTINATIONS

Package details

Available exclusively for destinations, the Connected Destinations package gives unprecedented access to the Digital Tourism Think Tank's year round programme of events.

With Connected Destinations, you'll never miss a beat on what the industry is doing in digital. Giving you complete access to the Digital Tourism Innovation Campus, the industry's leading digital event for tourism destinations, alongside a year-round programme of events, roundtables and livestreams throughout Europe.

Launching this October, our new all inclusive subscriptions offer all the market intelligence, knowledge and learning you need as a destination marketing organisation.

SMARTLAB

Package details

Designed for tourism businesses, the Digital Tourism Think Tank's SmartLab offers a comprehensive annual subscription designed to help you get to grips with the latest technology.

Through an annual programme of SmartLab Live sessions held in towns and cities throughout Europe and online when you can't make it in person, the SmartLab gives you the opportunity to connect with other businesses and learn from industry leaders. Key topics such as "iBeacons and my Business" and "Crowdsourcing Content" will be addressed by experts and discussed amongst businesses like you.

Launching this Autumn, the SmartLab subscription gives you the opportunity to stay ahead of the curve, connected with other businesses and get your hands on our exclusive Industry Trends Report.

To find out more about the Digital Tourism Think Tank's subscriptions, come and speak to us today or get in touch...

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