



PROGRAMME

WEDNESDAY, 4 JUNE 2014

08:30 – 09:00	Registration and tea
09:00 – 09:30	Welcome and why are we here? <i>Sabine Lehmann (Table Mountain Aerial Cableway Company and Attractions Committee)</i>
09:30 – 09:45	Setting the scene: what makes a good attraction? A traveller's viewpoint <i>MC: Kate Turkington (author, travel writer, and travel correspondent Talk Radio 702/Cape Talk)</i>
09:45 – 10:30	Who are our visitors and how do we know what they want? <i>Judy Mann (uShaka Marine World)</i>
10:30 – 11:00	Tea sponsored by IDC
11:00 – 11:45	Small visitor numbers and how to make them work <i>Craig Saunders (Harties Cableway, Monkeyland and Elephant Sanctuary)</i>
11:45 – 12:30	The little blue bird of chaos: crisis management in a digital age <i>Carla White (V&A Waterfront)</i>
12:30 – 13:00	Twitter experiences
13:00 – 14:00	Lunch
14:00 – 14:45	Travel, trends and ticket sales: what can Google tell us? <i>Avinesh Pillay (Google)</i>
14:45 – 15:30	The good, the bad and the ugly of online tickets sales: a case study <i>Sabine Lehmann (Table Mountain Aerial Cableway Company)</i>
15:30 – 16:00	Tea sponsored by Cape Point Partnership
16:00 – 17:00	Pricing: art or science? <i>An interactive session led by Chris Webster (Wink Associates, UK)</i>
17:00 – 17:30	Guided tour through the gardens by Kirstenbosch Volunteer Guides
17:30 – 19:00	Drinks and canapés: get to know your fellow Attraction Managers



PROGRAMME

THURSDAY, 5 JUNE 2014

08:30 – 09:00	Registration and tea
09:00 – 09:15	Welcome and introduction <i>MC: Kate Turkington (author, travel writer, and travel correspondent Talk Radio 702/Cape Talk)</i>
09:15 – 10:15	Keynote Monetising the visitor journey and delivering maximum guest value: competing or complimentary objectives? <i>Chris Webster (Wink Associates, UK)</i>
10:15 – 10:45	Tea sponsored by IDC
10:45 – 11:15	From 'ours' to 'yours': strategies to attract local audiences <i>Rooksana Omar (Iziko Museums)</i>
11:15 – 11:45	Creating magic: the link between employees and the visitor experience <i>Tony Rubin (Maropeng)</i>
11:45 – 12:30	What can we learn from visitor research studies? <i>Clifford Nxomani and Craig Allenby (National Zoological Gardens of South Africa)</i>
12:30 – 13:30	Lunch
13:30 – 14:00	To babysit or not to babysit: creating a family-centric attraction <i>Jillian Grindley-Ferris (Scarlet Wing Consulting)</i>
14:00 – 14:45	Small budgets, great strategies: how to increase awareness of your attraction <i>Gillian Saunders (Grant Thornton)</i>
14:45 – 16:00	What next? <i>An interactive session, led by Gillian Saunders (Grant Thornton), around what next for Attraction Managers...</i>
16:00	Conference closes with tea