

E-enabling tourism businesses with Fabienne Rabbiosi

Attracting online visitors without being too technical.

**WEDNESDAY
17 March 2010**

9AM - 5PM

Citigate

Mt Panorama

BATHURST



FABIENNE DEVELOPED
THE TOURISM E-KIT
FOR THE AUSTRALIAN
TOURISM DATA
WAREHOUSE

Book early as
workshop numbers
are limited.

**Bring your laptop if you are an
advanced user (see course notes)**

Special Accommodation Package
offer through Central NSW Tourism

Citigate Mt Panorama

Bathurst \$149

includes room, dinner & breakfast



**Industry &
Investment**



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CITIGATE
MOUNT PANORAMA



BATHURST

Central
NSW
TOURISM
warm on the inside

www.centralnswtourism.com.au

E-enable your tourism business

The objective is for you to leave this course feeling that you can make a difference in your online strategy without being too technical. The workshop will provide you with the tools and knowledge to take your web strategy to the next level.

Understand

- Meeting the needs of your online traveller
- Key elements your tourism website absolutely needs to have
- Organising your time to grow your online strategy
- How to select your web partner

Build

- Discover your keywords
- keyword placement, content and inbound links (Search engine optimisation)
- Set up your analytics properly with Google Analytics
- Discover your online conversion rate

Share

- Grow and manage your online review (TripAdvisor)

- Put yourself on the Google Map (Local search)
- Implement Facebook for your business
- Integrate all the above into your website

Course material

You don't have to bring your laptop for this course. But advanced users might want to go online to set up and install the Google features. You will be provided with your own copy of course notes.

During the workshop you will develop your own action plan tailored to your business, under our guidance which will involve key outcomes that you can directly implement in your business.

For instance, the action plan could be:

- identifying the most profitable keywords for your business
- adjusting your copy and landing page to increase the conversion rate
- installing and using Google Analytics to track the success of your changes
- setting up Google local business centre to leverage local search
- Installing Google alerts to assist with reputation management and track competitors



Fabienne Rabbiosi

Fabienne has developed the Tourism E Kit for the Australian Tourism Data Warehouse which was published recently and is available for download from the ATDW website. Her passion and experience in tourism marketing, information technology and training and assessment has led her to be a highly recommended tourism internet marketing consultant in Australia.

Fabienne has wide reaching experience from a local small business operator to national and international tourism entities in areas as diverse as the Swiss Alps to

Coastal and Outback Australia.

Untanglemyweb, her company, is currently involved in training tourism organisations and operators with the knowledge and hands on experience to provide and implement their online marketing and IT strategies.

Fabienne holds Masters Degrees in Information Technology and Tourism Management, a Certificate IV in Training and Assessment and has spent the past 10 years in different positions blending web and marketing.



Register Online Now

www.centralnswtourism.com.au

OR FAX YOUR PAYMENT DETAILS BELOW

FAX NO 02 6334 3009

\$110 (INC GST) CNSWT MEMBER

\$130 (INC GST) NON MEMBER



ORGANISATION

TITLE

FIRST NAME

LAST NAME

ADDRESS

TOWN

STATE

EMAIL

PHONE

MOBILE

DIETARY REQUIREMENTS

YOUR BOOKING DETAILS

MEMBER \$ NON MEMBER \$

CITIGATE MT PANORAMA BATHURST: \$149

TOTAL AMOUNT PAID: \$

YOUR PAYMENT DETAILS (tick the box)

CHEQUE

ELECTRONIC FUNDS TRANSFER
A/C NAME: CENTRAL NSW TOURISM L & D

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MASTERCARD **VISA**

NAME: _____

CARD NO: - - - - -

EXPIRY DATE: - - / - - - -

CSV NUMBER: - - - (3 last nos on back of card)

