



International Federation
for IT and Travel & Tourism

IFITT^{talk} Workshop

Big Data & Customer Engagement in Tourism

8 September 2016, 11:30 -18:30

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**University of South Australia
Room HH3-08, City West Campus**

You are warmly invited to attend the **IFITT^{talk} Workshop on “Big Data and Customer Engagement in Tourism”**. The workshop features **8 presentations from leading international academics and industry professionals**, all experts on their field.

The workshop is designed to provide you with several practical examples and case studies on how to exploit the new technologies to improve your business. You will learn how your business can benefit from Big Data and how you can exploit social media and the Internet for building customer engagement. Presentations will be followed by panel discussions allowing you to ask the workshop speakers any questions. The workshop will close with a networking event (drinks and canapes).

Participation to the workshop is free, but registration is required for planning purposes.

Please send an e-mail to Jen Manning (Jen.Manning@unisa.edu.au) to register your participation.

The workshop is supported and co-organised by:

- The **International Federation for Information Technology and Travel & Tourism (IFITT)**
www.ifitt.org
- **School of Management, UniSA Business School**, University of South Australia,
<http://www.unisabusinessschool.edu.au/management/>
- **The School of Information Technology and Mathematical Sciences**, University of South Australia,
<http://www.unisa.edu.au/IT-Engineering-and-the-Environment/Information-Technology-and-Mathematical-Sciences/>



IFITT^{talk} Workshop PROGRAMME

11:30 registration and lunch

12:00 Welcome

Marianna Sigala, Professor of Tourism, School of Management, University of South Australia
Marie Wilson PVC, Business & Law, UniSA Business School, University of South Australia

12:30 – 14:30 (Speeches and panel discussion)

CUSTOMER ENGAGEMENT in TOURISM

Dr Jodie Conduit, University of Adelaide and **Dr Rebecca Dolan**, University of Auckland
Social Media Analytics: Tools for Exploring Social Media Engagement Behaviour

Professor Marianna Sigala, School of Management, University of South Australia
The bright and the dark side of Customer Engagement: cases and implications in tourism and hospitality

Paige Rowett, Tourism School, South Australia
The Art of Turning Social Spectators into Customers

Siggi Frede, Strategy and Marketing Consultant, Effektiver, and Lecturer at ICHM - International College of Hotel Management', South Australia
Customer Engagement in Tourism

14:30 - 15:00 coffee break

15:00 -17:00 (speeches and panel discussion)

BIG DATA in TOURISM

Professor Andy Koronios, School of Information Technology and Mathematical Sciences, University of South Australia
Big Data in Tourism: Challenges & Opportunities

Dr Nico Neumann, Institute for Choice, University of South Australia
An Introduction to Programmatic Commerce- How Big Data Changes Customer Communication

Dr Jiuyong Li, School of Information Technology and Mathematical Sciences, University of South Australia
Associations and causations in data

Dr Eva Balan-Vnuk and Sheldon Jones, Microsoft Education Team, Microsoft – South Australia
Using big data to improve tourism experiences”

17:00 – 18:30 Networking (drinks and canapes)