

Modules	Topic + Learning Outcomes	Webinar Date and Times 2020 (AEDST)
Module 1	<p>Tourism Landscape, Experience Design + Profiling Customers</p> <ul style="list-style-type: none"> Learn about current industry, marketing and consumer insights (including Covid-19 impacts) and what that means for your tourism experience. Learn experience design ideas for to create raving fans and advocates for your experience Identify, profile and complete a customer journey map of your most profitable customers for your business Learn how work with other tourism businesses to create packages 	Tuesday 27 th October 10am – 11.30am
Module 2	<p>Storytelling</p> <ul style="list-style-type: none"> Learn why storytelling is the new advertising, and how to find and tell great stories about your experience to grow your bookings/sales Learn stories you can share on social media and your website that will attract and engage customers Tips on how take better photos, short videos, live broadcasts and Instagram/Facebook Stories on your smartphone Learn how to get your stories leveraged by third party amplifiers, such as Tenterfield Shire Council/New England High Country Tips on why and how to invest in professional photos and videos for your businesses to grow your sales 	Tuesday 3 rd November 10am – 11.30am
Module 3	<p>Website Marketing</p> <ul style="list-style-type: none"> Learn about the 3 key pillars of a strategic tourism website, and best practice website marketing tactics Understand what a website ‘conversion’ is, and how to increase your website visitor conversion rates (aka how to get more bookings!) Learn about key website development and management considerations for new website builds or a redevelopment of your current website Referencing successful tourism marketing blogs, learn about the functional, usability & design features required to set up a blog on their website 	Tuesday 10 th November 10am – 11.30am
Module 4	<p>Search Engine Optimisation</p> <ul style="list-style-type: none"> Learn about the complexities of Search Engine Optimisation in layman's terms Understand how search engines work, and the major ranking factors Learn how to optimise your content for your potential customer’s Google search queries Understand the SEO considerations for website redevelopment 	Tuesday 17 th November 10am – 11.30am

Module 5	Social Media <ul style="list-style-type: none"> Learn how to use Facebook, Instagram and YouTube to improve customer engagement and how to best keep in touch with community to drive future bookings post COVID-19. Learn practical tips to increase the engagement and reach of social media posts on your social channels (especially Facebook and Instagram) at the time of falling organic reach and reduced social media trust with consumers Understand how to use Facebook and Instagram advertising strategically to attract new customers and drive more customer conversion 	Tuesday 24 th November 10am – 11.30am
Module 6	Customer Advocacy, Online Reputation Management + Location Based Marketing <ul style="list-style-type: none"> Understand the critical importance of managing your business's reputation and how it can make or break your tourism business Learn a framework of how to respond to negative customer feedback on social media, TripAdvisor and other review websites that will help turn an unhappy customer into an advocate Discover practical tips on how to encourage more positive advocacy for your business on social media, TripAdvisor and other review websites Learn how to optimise TripAdvisor, Google, Facebook and Instagram Geo Locations for your business 	Tuesday 1 st December 10am – 11.30am

Frequently Asked Questions

What technical requirements do I need to participate in the Program and attend the Webinars?

You will need decent speed internet, and a digital device connected to the internet to watch and listen to it on. This can be either a desktop computer, laptop or even a smartphone (bigger computer screen is recommended though). We use GoToWebinar to run our webinars, so you can either watch and listen via your computer or smartphone. If your computer doesn't have speakers, you can watch on your computer and phone-in to hear the audio. You can ask questions via the chat box (eg you type in) if you watch it live, or via the Facebook group if you watch the replay. You also don't need a webcam!

What happens if I can't attend one of the Webinars?

We know life and work is busy! So if you can't make a Webinar live, it will be recorded, and are then then available to watch in the Member Portal Website (www.members.tourismeschool.com) so you can watch them at a time that suits you if you are unable to make one of them live.

How much time should I set aside for the Program?

As a guide, we recommend you put aside 2 - 3 hours for each Module. This time includes attending the live webinars (or watching the replays), reading the workbooks, undertaking your set Tasks for that Module and interacting with other Program Participants via the private Facebook Group Forum.

Will there be homework in the Program, and will it be marked?

Yes, and it is call "Module Tasks", but it won't be marked unless you would like it to be! These "Module Tasks" allow you to apply your learnings to your Business. We recommend completing the Module Tasks before the next Module if you can, but it's not compulsory as we know life and work is busy. We are also very happy provide feedback on your completed tasks via email, but it's not compulsory you share them with us.

Digital Marketing is constantly changing, will your training be up to date?

We know! We are constantly updating our training modules, and we only finalise a Module the week prior to its delivery to allow for this. What's more important is that you will learn the strategy behind why and how to use different online marketing channels (such as Social Media), so you can then be confident to know when to ignore or to embrace the latest change or feature it rolls out!