

**A unique professional development opportunity, tailor-made for the nature-based tourism industry.**

**REGISTER NOW. ONLY \$155PP**

## WORKSHOP REGISTRATION FORM

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Position \_\_\_\_\_

Postal \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Special requirements \_\_\_\_\_

**I wish to attend the workshop**

Yes  No

*Workshop includes social function*

**Cost: \$155**

*26 October, workshop 27 October, morning tea, afternoon tea and lunch.*

**I wish to attend dinner on Thursday 27 October**

Yes  No

*A two course set menu at Sale St Bar and Restaurant*

**Cost: \$40**

### TOTAL PAYMENT

Payment by cheque to Tai Poutini Polytechnic

Payment by credit card (please charge my)

Mastercard  Visa

Card number \_\_\_\_\_

Name of cardholder \_\_\_\_\_

Signature \_\_\_\_\_ Expiry date \_\_\_\_\_

**Mail to:** Ecotourism Business Workshop

Tai Poutini Polytechnic, Private Bag 607, Greymouth.

**Enquiries please contact Karen Grant** (workshop administrator 0800 800 411) or email [kareng@tpp.ac.nz](mailto:kareng@tpp.ac.nz)

## WORKSHOP TIMETABLE (TBC)

5-6.30pm	<b>Wednesday 26 October</b>	REGISTRATION & DRINKS <b>Opening Speaker</b> <b>Jeroen Jongejons , Dive Tutukaka</b> "You have to be green to get out of the red"
<b>Thursday 27 October</b>		
8.30-10.00am	Workshop 1 <b>INTERPRETATION</b>	<b>Koro Carman</b> <i>Business Development Manager</i> <i>Footprints Waipoua &amp; Crossings Hokianga</i> <b>Jonathon Spring</b> <i>Lecturer, tourism and hospitality management programme, AIS St Helens PhD student; interpretation and wildlife tourism, AUT University</i>
10.00-10.30am	MORNING TEA	
10.30-12.30pm	Workshop 2 <b>INTERNET MARKETING</b>	<b>Lawrence Smith</b> <i>Chief Cabbage, Cabbage Tree Creative</i>
12.30-1.30pm	LUNCH	
1.30-3.30PM	Workshop 3 <b>BUSINESS MATTERS</b>	<b>Jeff Dalley</b> <i>Associate director (Health &amp; Wellness Tourism), New Zealand Tourism Research Institute, AUT University, Director, Tourism Insight Limited</i>
3.30-4.00pm	AFTERNOON TEA	
4.00-5.00pm	Workshop 4 <b>CRISIS MANAGEMENT</b>	<b>Dave Ritchie</b> <i>Head of Outdoor Education, Tai Poutini Polytechnic</i>
5.00-6.00pm	CASE STUDY <b>EXPLORE NZ</b>	<b>William Goodfellow</b> <i>Managing Director, Explore NZ</i>
6.30pm	DINNER	Two course set menu at Sale St Restaurant and Bar (optional extra \$40)

# ECOTOURISM BUSINESS WORKSHOP

**27 OCTOBER, 2011**

**AUCKLAND UNIVERSITY OF TECHNOLOGY**



## THANKS TO ALL OUR SPONSORS

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Tai Poutini Polytechnic  
**West Coast**  
NEW ZEALAND

**Special thanks to:**



**ecotourismnz**  
[www.ecotourismnz.com](http://www.ecotourismnz.com)

## REWARD YOURSELF AND YOUR BUSINESS.

Register now for this intensive one-day training session on the fundamentals of ecotourism business management.

This is a unique professional development opportunity, tailor-made for people in the nature-based tourism industry.

Be inspired. Gain new skills and expertise. Network with others in your industry.

Register now for the Ecotourism Business Workshop and see the results in your nature-based business.

## ECOTOURISM BUSINESS WORKSHOP

The Ecotourism Business Workshop is co-hosted by Ecotourism NZ and Auckland University of Technology. It begins on Wednesday, 26 October with a social function and presentation by Jeroen Jongeong of Dive Tutukaka. Workshops start the following day and conclude with a business case study on Explore NZ, presented by managing director William Goodfellow.

## WORKSHOPS

The Ecotourism Business Workshop includes four intensive training workshops and an in-depth look at a highly successful ecotourism business.

### 1. INTERPRETATION

#### **Telling tales. Better stories for a better experience**

Interpretation and storytelling is a vital part of ecotourism. In this workshop, interpretation experts Koro Carman and Jonathon Spring share practical, effective techniques to help you be a better guide. Find out how to convey stories in a way that is more relevant to your clients and the places they are visiting. Learn how to engage them and give them an experience they will remember for a lifetime, and tell all their friends about.

- **Koro Carman** - Business development manager Footprints Waipoua & Crossings Hokianga
- **Jonathon Spring** - Lecturer, tourism and hospitality management programme, AIS St Helens; PhD student; interpretation and wildlife tourism, AUT University

### 2. MARKETING

#### **Get noticed online and in the social media world**

Lawrence Smith started Cabbage Tree in 1996 at a time when the internet was still unheard of by most businesses in New Zealand. He now helps clients use new technologies to gain a cost effective, competitive edge. In this workshop he shares what works and what doesn't when it comes to marketing your business online and in social media. Find out how to make the most of Facebook and Twitter, learn cost-effective online marketing techniques and find out how to use "search engine optimisation" to get your website noticed.

- **Lawrence Smith** - Chief Cabbage, Cabbage Tree Creative

### 3. BUSINESS MATTERS

#### **A reality check for you and your business**

In this workshop, tourism expert Jeff Dalley shares solutions to some of the difficulties small business owners face in their day-to-day operations – from financial to personal. He will explain why contingency planning, and even development of an exit strategy are essential management tasks for businesses before they strike trouble. This workshop will explore how transferring management or ownership of a business is sometimes the best option for an operator, and when and how to do it.

- **Jeff Dalley** - Associate Director (Health & Wellness Tourism), New Zealand Tourism Research Institute, AUT University. Director, Tourism Insight Limited

### 4. CRISIS MANAGEMENT

#### **Be better prepared when something goes wrong**

People are unpredictable and their actions or misfortunes can potentially lead to the loss of a life and the loss of your business. This session will provide you with the assistance, information and reassurance to develop a crisis management plan for your business. In this workshop participants will apply crisis management techniques to critical incidents that have occurred in tourism operations in New Zealand.

- **Dave Ritchie** - Head of Outdoor Recreation, Tai Poutini Polytechnic

## CASE STUDY

### • EXPLORE NZ

#### **Product and Passion for Profitability**

Explore NZ is one of New Zealand's most successful ecotourism companies. In 10 years it has grown from one boat to a fleet of 20, and now also includes coaches and an island resort. Operating in Auckland, the Bay of Islands and Sydney, this business has proven successful as a result of exceptional product and great people.

The company is also an environmental leader. Explore NZ sponsors marine mammal research programmes, is a key supporter of ecological restoration initiative Project Island Song, and recently introduced bio-fuel across its fleet. Explore NZ founder William Goodfellow shares how all this effort pays off.

- **William Goodfellow** - Managing Director, Explore NZ

