

**TOURISM AUSTRALIA
2010 MARKET BRIEFING AGENDA**

6 – 16 April 2010

Time	Length	Topic	Speaker
8.30 – 9.00 am	30 min	Registration	
9.00 – 9.10 am	10 min	STO CEO Welcome	
9.10 – 9.35 am	25 min	Tourism Australia Strategic Overview	Andrew McEvoy
9.35 - 10.15 am	40 min	Marketing/Industry Development Update - Campaign - Industry Development - Distribution - Domestic	Matt Cameron-Smith
10.15 – 10.30 am	15 min	Morning Tea	
10.30 – 11.30 am	30 min 15 min 15 min	International Market Update – West STO Update Q&A	Leigh Sorenson STO representative
11.30 – 12.30 pm	30 min 15 min 15 min	International Market Update – East STO Update Q&A	Rick Matkowski STO representative
12.30 pm		Event Close	