



2008 BRIGHTECONOMY FORUM ITINERARY

Time	Speaker	Content
1.15pm:	<i>Mihi, Opening by Mayor Kevin Winters</i>	
1.30pm:	Bryce Heard: Chairman of the BrightEconomy Board	"Building the Vision"
1.45pm:	Tim Cossar: Chief Executive of the Tourism Industry Association	"Tourism's role in the economic transformation of New Zealand"
2.15pm:	George White: CEO Rotorua International Airport	"Trans-Tasman Demand and Economic Impact Assessment"
2.35pm:	Tony Smith: Managing Director, Francis Travel Marketing	"The Booming Cruise Market"
2.55pm:	Greg Menendez: Brand Ecology	"Pan Regional Branding"
3.15pm:	<i>In-flight Service - break</i>	
3.40pm:	Tim Hunter: General Manager Operations, Tourism New Zealand	"The International Profile"
4.10pm:	Renee Nathan: Board Member Destination Rotorua Tourism	"A unique selling proposition for the Bay"
4.25pm:	Miles Wilson: Proprietor Canterbury of Queenstown	"Catering to the Trans-Tasman market"
4.50pm:	Bryce Heard: Chairman of the BrightEconomy Board	"Delivering the Vision"
5.25pm:	<i>Join us in the BNZ Business Lounge for post-Forum drinks and nibbles</i>	

You can contact us at Destination Rotorua Economic Development, Private Bag 3029, Rotorua Mail Centre, or phone 07-348-4199. See Forum follow-up at www.Brighteconomy.com

