



WEB CONFERENCES for the Approved Caravan and Camping Sector/ Irish Holiday Homes / Hostels

CARLTON HOTEL – GALWAY

23rd OCTOBER 2012

STILLORGAN PARK HOTEL –DUBLIN

27th NOVEMBER 2012

OUTLINE OF THE DAY

09.30 - 10.00am Registration

10.00 - 10.15am Welcome

10.15 – 10.40am

FOCUS ONLINE: OPTIMISING YOUR WEB PRESENCE

Catriona Walsh from the Fáilte Ireland Web Supports Team will outline the key features of promoting Caravan & Camping, Irish Holiday Homes and Hostels online. Tips and techniques to enhance your Web presence, to more effectively feature products, packages and offerings to your customers. Learn how to optimise your online presence both for domestic and international consumers.

10.40 – 11.15am

SOCIAL MEDIA & FACEBOOK FOR THE APPROVED IRISH HOLIDAY HOMES SECTOR

Ian Cleary will examine the benefits that setting up a business page on Facebook can bring to your accommodation business. Learn how to optimise your online presence both for domestic and international consumers. Key topics will be further explored and tips and techniques identified in order to communicate more effectively with existing and potential customers.

11.15 – 11.30am

Tea & Coffee Break

11.30 – 12.10pm

FOCUS ONLINE: TRIP ADVISOR – EXPLORING THE PROMINENCE OF CUSTOMER REVIEWS

Review sites are becoming increasingly important to customers as part of their advance research and decision making process in booking accommodation. Sites such as Trip Advisor offer a range of features and our presenter will outline how they present customer reviews for tourist accommodation businesses. Learn how to most effectively address issues associated with this enormously powerful and popular review platform.

12.10 - 12.40pm

FOCUS-ONLINE: MARKETING OVERSEAS

Louise McDonnell will present insights into planning and developing a marketing strategy for operators wishing to enhance their presence in the Overseas Markets.

12.40 – 13.00pm

SUMMARY

Fáilte Ireland will chair the Q & A discussion and endeavour to pull all of the strands together into a meaningful canvas of key learning points to provide delegates with a clear set of actions that they can take away.

13.00 – 14.00pm

LUNCH

12.00 – 14.00pm

RAPID REVIEWS

During the latter part of the morning, our Web Supports Team will be available to conduct a series of 20 minute Rapid Review sessions providing a brief independent website review, which may be booked in advance of today's event. Time slots are limited and are allocated on a first come first served basis. To register, please email the Web Supports Team on websupports@failteireland.ie

To book a place:

Please email your booking request to websupports@failteireland.ie and kindly ensure you provide the following details:

- Clearly specify which Web Conference event you wish to attend
- Contact details (Name, Business Name, email, telephone number)
- Please Indicate if you wish to avail of the one-to-one 20 minute Rapid Review of your website and if so include your web address

For further information on other web support services contact your Destination Client Services Team.