

TOURISM TRAINING

PROGRAM

Date: September 21, 2016, Wednesday

Venue: Mt. Wilhelm Room, The Stanley Hotel & Suites

Time	Program	Speaker
0900-0930	Arrival of participants/Registration	Mrs Christine Peipul EO - PNGTIA
0930-0940	Welcome and Opening Remarks	Mr Jerry Agus–CEO TPA
0940-1020	Topic 1: Customer Services Q&A Session	Dr. Joyce Rayel HOD – Tourism & Hospitality Management Division, School of Business and Public Policy - UPNG
1020-1040	Morning Tea Break	
1040-1120	Topic 2: Chinese Market Q&A Session	Mr James Yang Regional General Manager – UnionPay International
1120-1200	Topic 3: Short Tour Packaging Q&A Session	Mr. Reyah Syed TPA Marketing Assistant
1200-1300	Lunch Break	
1300-1340	Topic 4: Use of Trip Advisor as a marketing tool Q&A Session	Ms Jessica Quinlan Senior Sales Executive – Destination Marketing – Australia, New Zealand and Pacific Islands
1340-1420	Topic 5: Effective use of Social Media Q&A Session	Ms Pauline Riman TPA Internet Marketing Officer Mr Douglas Keri TPA IT Coordinator
1420-1440	Afternoon Tea Break	
1440-1500	Closing Remarks	Ms Alice Kuaningi Director Marketing - TPA
1500	End of Training Workshop	

Facilitator: Alice Kuaningi, Director Marketing, PNGTPA