



## 2021 BIG4 National Conference - Program Overview

*\*Subject to change*

### Monday 18 October

Time	Activity	Location
9am - 12pm	<b>NewBook Workshop</b> ( <i>optional attendance</i> )	Mudjimba 3
10am - 12pm	<b>RMS Workshop</b> ( <i>optional attendance</i> )	Mudjimba 2
1pm - 2pm	<b>Advanced Social Media Workshop</b> ( <i>optional attendance</i> )	Mudjimba 2
From 2:30pm	<b>Registration Desk and Exhibition Hall Opens</b>	Wandiny Room
4pm - 4:30pm	<b>Official Welcome and Conference Opening from BIG4 Chairman, James Atkins</b>	Mudjimba Ballroom
4:30pm - 5:30pm	<b>BIG4 Conference Exhibition Opening and Exhibitor Highlights Activity</b>	Wandiny Room
5:30pm - 6:00pm	<b>BIG4 Conference First Timers – Meet &amp; Greet with BIG4 Board and NSO Staff</b>	Wandiny Room
5:30pm - 7:00pm	<b>BIG4 Conference Welcome Cocktail Party</b>	Wandiny Room
	<i>Free Evening</i>	

### Tuesday 19 October

Time	Activity	Location
From 7.30am	<b>Registration Desk and Exhibition Hall Opens</b>	Registration Desk and Wandiny Room
Morning / Early Afternoon	<b>Welcome to the 2021 BIG4 National Conference</b>	Minyama 1
	<b>BIG4 NSO update</b> - Sean Jenner	Minyama 1
	<i>Morning Tea</i>	Wandiny Room
	<b>Workshops</b> - Data is Gold - BIG4 Marketing Planning	Minyama 1/2
Afternoon / Evening	<i>Lunch</i>	Wandiny Room
	<b>Super Sunshine Coast</b> Group Activity & Dinner	BIG4 Sandstone Point Holiday Resort
	<b>Day 1 Concludes</b>	

### Wednesday 20 October

Time	Activity	Location
From 7.30am	<b>Registration Desk and Exhibition Hall Opens</b>	Registration Desk and Wandiny Room
Morning	<b>Welcome to Day 2</b>	Minyama 1
	<b>AGM and Members Forum</b>	
	<b>Update from TOP 10 Holiday Parks</b> - David Ovendale	Minyama 1
	<b>Panel Session - COVID-19. What have we learned, what do we need to keep doing?</b>	
	<i>Morning tea</i>	Wandiny Room
Morning / Early Afternoon	<b>Workshops</b> - Marketing in an increasingly digital world - Developing and managing great guest experience	Minyama 1/2
Afternoon	<i>Lunch</i>	Wandiny Room
	<b>Workshops</b> - Marketing in an increasingly digital world - Developing and managing great guest experience	Minyama 1/2
	<i>Afternoon tea</i>	Wandiny Room
	<b>Closing Keynote:</b> Ben Crowe	Minyama 1
<b>Conference Wrap Up</b>		
From 6.30pm	<b>BIG4 Gala Awards Dinner</b>	Minyama 3 & 4