

robynne berg – tourism innovation keynote topics



looking beyond: how visitors ignite innovation

30 minutes (or as advised by client)

Not since the discovery of flight has the tourism industry witnessed such a period of change. Digital disruption, social media and the share economy are reshaping the tourism industry. The businesses that thrive in this new world will be innovative, agile and visitor-centric.

Robynne explains how innovation is within the reach of any business. It is not about creating completely new ideas, or spending a lot of money. Rather it is about looking beyond your business and industry to see through the lens of the visitor. Robynne will demonstrate how visitor-centricity can ignite innovation and help you create exceptional visitor experiences.

Key themes:

- Disruption in tourism: how the industry & visitors are changing
- Technology is not the innovation!
- Seeing through the lens of the visitor
- The visitor journey – the before, the during, the after
- Looking across industries to create new visitor experiences
- Observation, collaboration and co-creation

innovation, collaboration and the visitor experience

30 minutes (or as advised by client)

Never has the tourism industry witnessed such a period of change. Digital disruption, social media, the share economy, globalisation and the millennial traveler are all impacting on the tourism industry.

The tourism businesses and destinations who thrive in this new world will be masters of innovation, guest-centricity and social media. They will be the designers of unique visitor experiences. And they will be great collaborators.

In this presentation Robynne draws from latest thinking in innovation, collaboration and visitor centricity. She will present case studies where co-creation has led to transformational innovation.

Key themes:

- Disruption in tourism: what it means for the industry
- Why traditional thinking won't resolve today's challenges
- Seeing through the lens of the visitor
- Collaborating to create exceptional visitor experiences
- Case studies – innovation and collaboration in tourism and associated industries



about robynne



innovation strategist & speaker

Robynne Berg – director, thinkplayact & Berg Consulting Group

Robynne (MBA Mktg) is the founder of thinkplayact - an innovation consultancy that empowers organisations to become innovative and customer-centric. She is a certified practitioner in Blue Ocean Strategy® the world's leading innovation methodology and a member of an international network of innovation consultants, academics and government officers.

Robynne is passionate about tourism having commenced her career in tourism and major events in Victoria. Since founding her firm in 2008 she has worked with tourism bodies, global hotel brands, airlines, RTBs and travel publications, helping them create innovative and unique visitor experiences.

She is a respected thought leader and sought after speaker on innovation and customer-centricity. She has been an official speaker for The Executive Connection (TEC), the world's largest CEO network since 2013.

RECENT KEYNOTES TO TOURISM INDUSTRY

- Destination Gippsland Tourism Forum 2017
- TICT tourism conference 2016
- Melbourne Live (Destination Melbourne) 2016
- Regional Tourism Conference (DMR Tourism) 2016
- Tourism Accommodation Australia (VIC) – Marketing & Sales Forum
- Australian Hotels Association (SA) – General Managers Forum

CLIENTS

Thinkplayact (Berg Consulting Group) clients include: Department of Business & Innovation, Melbourne Convention Bureau, Regional Development Victoria, Park Hyatt, Citadines, Spirit of Tasmania, Marriott Melbourne, Jason's Travel Media, Deakin University, Utility Services Group, UBS Wealth Management.



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