

## *Invitation*

You are invited to attend a full-day workshop to learn more about the 2010 NSW Tourism Awards and what's required in preparing an awards submission.

### **2010 NSW Tourism Awards – new decade, new system, new innovations**

Karina Groth, tourism expert and NSW and Australian Tourism Awards judge, will walk you step-by-step through how to write your entry. She will fully explain the meaning of the questions in plain language and give you hints and tips on what judges look for in a winning submission. There will be lots of fun and hands-on exercises to participate in. Handouts of the presentation will be available and you'll have the opportunity to ask lots of questions.

This session will be full of practical examples and is provided to you free of charge on behalf of the Tourism Industry Council NSW with the venue kindly provided by the NSW Department of State and Regional Development.

**When:** Monday 21<sup>st</sup> June, 2010

**Where:** Parkes & Hamilton Rooms, Level 47 Trade & Investment Centre,  
MLC Centre, Cnr King & Castlereagh Streets, Sydney (*see map next page*)

**Times:** 9.15am – 9.45am Arrival Morning Tea

9.45am – 11.45am **Session 1**

- Welcome from Jerry Bour, Chair of Judges
- Introduction from Karina Groth
- Site Inspections
- eAwards
- Judging and Rules

11.45am – 12.15pm Lunch

12.15pm – 2.15pm **Session 2**

- Question 1 Product
- Question 2 Business Planning
- Question 3 Marketing

2.15pm – 2.30pm Afternoon Tea

2.30pm – 4.30pm **Session 3**

- Question 4 Customer Service & Professional Development
- Question 5 Sustainability & Innovation

To register for this free workshop please RSVP by Friday June 12, 2010:

Shan Lawson, NSW Tourism Awards Coordinator

Email: [awards@ticnsw.com.au](mailto:awards@ticnsw.com.au)

Phone: (02) 4333 8908 or 0417 657 064



Address **Castlereagh St & King St  
Sydney NSW 2000**

Notes There is a parking station under the building, enter off King Street or take the train to Wynyard, Martin Place or St James station.

