

Dreamtime 09

THE STORY OF AUSTRALIAN INCENTIVES
12–16 OCTOBER 2009



PROGRAM					
Day	Time	Activity			Participants
Monday 12 October	Morning	Buyers/Media arrive in Australia directly to educational destination			Buyers/Media
	Afternoon	Activity in educational destination			Buyers/Media
	Evening	Welcome reception in educational destination			Buyers/Media
Tuesday 13 October	Day	Activity in educational destination			Buyers/Media
	Evening	Function in educational destination			Buyers/Media
		Activity 1	Activity 2	Activity 3	
Wednesday 14 October	Morning	Fly to Sydney			Buyers/Media/Sellers
	Midday	Lunch on arrival hosted by partner hotels			Buyers/Media
	Afternoon	Buyer Activity	Seller Registration & Briefing	Media program	Buyers/Media/Sellers
	Evening	Official welcome reception hosted by Tourism Australia and Business Events Sydney			Buyers/Media/Sellers
Thursday 15 October	Morning	Sellers and Group 1 Buyers Business Forum: appointments	Group 2 Buyers Free morning	Media Program	Buyers/Media/Sellers
	Midday	Lunch			Buyers/Media/Sellers
	Afternoon	Sellers and Group 2 Buyers Business Forum: appointments	Group 1 Buyers Destination Showcase hosted by Business Events Sydney	Media Program	Buyers/Media/Sellers
	Evening	Free			Buyers/Media/Sellers
Friday 16 October	Morning	Sellers and Group 2 Buyers Business Forum: appointments	Group 1 Buyers Free morning	Media Program	Buyers/Media/Sellers
	Morning	Inaugural Leaders Forum			By invitation
	Midday	Lunch			Buyers/Media/Sellers
	Afternoon	Sellers and Group 1 Buyers Business Forum: appointments	Group 2 Buyers Destination Showcase hosted by Business Events Sydney	Media Program	Buyers/Media/Sellers
	Afternoon	Inaugural Leaders Forum			By invitation
	Evening	Gala farewell function hosted by Tourism Australia and Qantas			Buyers/Media/Sellers/VIP Guests
Saturday 17 October	Morning	Tourism Australia Breakfast debrief			TA Staff
	Day	Depart Sydney			Buyers/Media/Sellers

For further information contact: Jodie Oberg
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For more information about Dreamtime 09
please visit www.tradeevents.australia.com or www.businessevents.australia.com