



Concurrent With :



INDONESIA TOURISM  
INNOVATION CONFERENCE

## “Social Media, Mobile in Travel and Hotel Online Marketing Startegies Conference Under one Roof”

Meet and hear expert analysis, case studies and actionable strategies from Top - Notch Expert Leaders like :



**Professor Alexander R. Melbourne**  
De La Salle Manado University, Indonesia



**Arief Gunawan**  
CEO Sevenfold Hospitality, Singapore



**Willy Jonathan**  
CEO Amarta Digital



**Dimas Surya Yaputra**  
Co-Founder & Chief Commercial Officer PT Global Tiket Network



**Ching Wee Ho**  
CEO Inifinitium Group of Companies



**Daniel Surya**  
CEO, WIR Group, Indonesia



**Indira Abidin**  
Chief Happiness Officer PT Fortune Indonesia Tbk



**Andrew Chan**  
CEO, ACI HR Solutions Limited, Hongkong



**Brad Shennan**  
Executive VP Product Development & Marketing Club Bali Resorts, Indonesia

### Invited Speakers :

Arief Yahya (Minister of Tourism), Basuki Cahaya Purnama (Gubernur DKI Jakarta), Ridwan Kamil (Mayor of Bandung), Tri Rismaharini (Mayor of Surabaya), Ilham Akbar Habibie (Presiden Komisaris Regio Aviata Indonesia), Tony Fernandes (Group CEO AirAsia), Emirsyah Satar (Chairman at Mataharimall.com), Handi Irawan (CEO at Frontier Consulting Group), Handri Satriago (CEO GE Indonesia), Anton Thedy (Managing Director, Jakarta EXpress & TX Travel), Budi Tirtawisata (CEO at Panorama Group), Calvin Kizana (Founder and CEO of PicMix), Didin Junaidy (Ketua GIPI), Irawan Hidayat (CEO Sido Muncul), Stefan Ng (Partner Indosterling),

INDONESIA'S NO. 1  
MEETING PLACE  
FOR ONLINE TRAVEL  
AND HOSPITALITY  
PROFESSIONALS

26-27 February 2016  
Hall A JCC Senayan,  
Jakarta

Rajamice is pleased to organized the 5th Indonesia E-Tourism Summit in Hall A JCC Senayan Jakarta will be a one-stop-shop to guide you through the pitfalls and prepare you to fully capitalize and profit in an Indonesia and Asian online market undergoing great change. We guarantee that these 2 days will arm you with the strategies, contacts and know-how to grow your market share, surge ahead of your competitors - and reap unprecedented profits.



We are honored to have with us a number of expert and excellent speakers of the top level to share about critical discussions on Social media, E-Tourism and online marketing issues opportunities etc of Travel Related Industry. We are delighted to once again hold interactive education, learning and networking.

IETS 2016 is a platform where the Travel professionals, online travel industry meets to network, share fresh Industry Knowledge on online travel strategy and marketing and learn profitable new strategies from our Expert Speakers to prepare for a victorious 2016. Limited number of 25+ honored invited Speakers, 200 participants will attend this summit and also 50 General Managers and 50 Online travel agencies/portals for OTA related to travel tourism and hospitality industry.

Hope to see you all there.

Panca R Sarungu  
CEO RajaMICE.com

Presents 30+ speakers, OTA table top session, networking session, start from USD 499\* for knowledge worth USD 5.000

## Day 1



### Full Day Conference

Date : 26 February 2016  
Time : 09.00am - 06.00 pm  
Participation Criteria : Open to Industry

### Conference silabus speaker to be announce end of January 2016

#### Session 1 : "Indonesia Current and Future Tourism Outlook"

- Revolution Travel Setting in Indonesia
- How Indonesia anticipate in Asean Economic Community
- Positioning strategies in future for your Brand
- Expert Highlights of World & Indonesia Trends in 2016
- Invention of Trends and Policies
- Availability of technology platform to make new opportunity

#### Session 2 : "Social Media Revolution - Online Viral Era in Hospitality Industry"

- Social Media Influence of Branding
- Location or "Check in" influence society to traveling
- How to take advantage of the social search revolution. How to naming hashtag Instagram?
- Social Media Hint of Travel. Don't put your eggs in one bowl.
- MICE opportunities for E-Tourism

#### Session 3 : "Keeping in pace with the growing trends in Electronic and online Marketing strategies in Travel Industry"

- Highly demand of Sophisticated users
- What are the E-strategy and E-Business Models
- Internet and Digital Marketing
- Content aiming to marketing strategies
- How to engage consumer 2.0 ? What are the E-strategies to reach global market, create opportunities, optimize revenue Integration of Global Brand Experience

#### Session 4 : "E - Commerce, Pricing strategy and Maximizing Your Distribution Strategy-Reducing the Fat from Multi -Channel Mix"

- Payment Getaway an Universal Currency
- Online payment and the road map of online payment

over the next few years

- Advanced distribution system and strategies
- Pricing Strategies
- Will the traditional online travel transaction revenue model fade away?

#### Session 5 : "Integrated Mobile Technology and Strategies in Travel"

- Playstore and IOS Store to provide interesting Travel App
- Binding Personal with Mobile App
- Predictions on which future mobile trends and technologies will dominate the market growth
- Guide to build a wining mobile strategy
- What can you do to make your app unique, useful and Frequently used?

## Day 2



### Half Day Conference:

Date : 27 February 2016  
Time : 09.00am - 02.00pm  
Participation Criteria : Open to Industry

#### Section 1 : "Innovation For Tourism Industry in Indonesia"

- How to Optimize Your Online Travel Sales Pursuing Innovations
- Analysis of relation between innovation and sustainability in Tourism
- How to making new opportunity
- How do we catalyze innovation across companies, cities, and countries sustainably?
- How do we accelerate entrepreneurship, technology, and impact at scale?

#### Section 2 : "2016 Ultimate Tourism Strategies"

- Holistic holidays
- Recreation personalized program
- Private-sector initiative is critical in developing the venture-capital sector, which is a key and necessary ingredient for stimulating innovation in modern industries.
- Tourism Industry organizations can simply "lock out" certain types of innovation indefinitely by perpetuating established business practices.

### DIAMOND PASS

- Full access to 2 days conference, including networking lunches, refreshment, coffee break.
- Meeting sessions with Travel agents.
- Complete all Speakers slide.
- Presentations sent to you post event.
- Standard Booth 3x3 m2 at Indonesia Travel Fair 3 days B2C Exhibition at Hall A JCC Senayan.

### GOLD PASS

- Full access to 2 days conference, including networking lunches, refreshment, coffee break
- Meeting sessions with Travel agents

## More Information

[www.iets.rajamice.com](http://www.iets.rajamice.com)

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**PASS TYPE**  
(All rates are per Pax)

**NORMAL RATE**  
(Valid until 15 February 2016)

**EARLY BIRD RATE**  
(Valid Until 5 February 2016)

**SUPER EARLY BIRD RATE**  
(Valid Until 27th January 2016)

<b>Diamond Pass</b>	2000 USD	1500 USD	1200 USD
<b>Gold Pass</b>	799 USD	699 USD	499 USD