

Excellence by Design



08-11 MARCH 2009
ANNUAL CONFERENCE
SUN CITY, SOUTH AFRICA

PROVISIONAL PROGRAMME

(released 23 March 2009 at 11h30)

The official programme of the conference will run from
08-10 March 2009.

Conference Liaison:

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"With us you're NEVER on your own"

Time	SUNDAY, 8TH MARCH 2009	Venue	Dress Code
All day	Delegates arrive and check in	Sun City Hotel / Cabanas	
15h00 – 17h00	Registration for the ASATA Conference	Baobab A & B	
18h00 sharp	Welcome Evening hosted by Travelport ASATA delegates to be shuttled to Boma	Depart from hotels for Letsatsing Boma	Casual attire with something warm for later
Time	MONDAY, 9TH MARCH 2009	Venue	Dress Code
	Breakfast at hotel where you are booked	Sun City Hotel / Cabanas	
08h30 08h45 09h00 09h30	Official Opening - delegates to be seated Didi Moyle, Acting CEO: SA Tourism Laurie Wilkinson, President: ASATA Mike Hatton, President: WTAAA	Baobab A & B	Business attire
10h15	Refreshment Break <i>sponsored by Beachcomber</i>	Baobab A & B	
11h00	Rob Stokes <i>sponsored by Travelport</i>	Baobab A & B	
13h00	Lunch <i>sponsored by City Lodge</i>	Lawns Cabanas	
14h30	After lunch delegates will move to the ASTA IDE	Super Bowl	
19h00	ASTA Welcome Event	Bridge of Time & Royal Observation Bar	Semi -formal cocktail attire
Time	TUESDAY, 10TH MARCH 2009	Venue	Dress Code
	Breakfast at hotel where you are booked	Sun City Hotel / Cabanas	
08h30	Panel 1 – ASTA Leisure Agents <i>sponsored by Naiade Holidays</i> “Retaining leisure customers in the present economy”	Baobab A & B	Business attire
09h30	Professor Matthew Lester <i>sponsored by Serendipity Tours</i>	Baobab A & B	
10h30	Refreshment Break <i>sponsored by Etihad Airways</i>	Baobab A & B	
11h00	Michael Judin <i>sponsored by Contiki, Insight & Trafalgar Tours</i>	Baobab A & B	
12h30	Lunch <i>sponsored by Amadeus</i>	Sun City Hotel pool area	
13h30	Panel 2 – ASTA Corporate Agents <i>sponsored by Regent Insurance</i> “Adding value to corporate customers”	Baobab A & B	
14h30	Panel 3 – Airlines, Agents & GDS representatives <i>sponsored by Contiki, Insight & Trafalgar Tours</i> “GDS wastage in the system – partnering in our approach to corporate customers”	Baobab A & B	
15h30	Refreshment Break <i>sponsored by TIC & Imperial Europcar</i>	Baobab A & B	
16h00	ASATA new product presentation & wrap up <i>sponsored by ACSA</i>	Baobab A & B	
18h50	American Express Card evening at Sophiatown	Shebeen	Casual attire
Time	WEDNESDAY, 11TH MARCH 2009	Venue	Dress Code
	Breakfast at hotel where you are booked	Sun City Hotel / Cabanas	
11h00	Official check out		
	Technical support provided by Master Currency		