



Check out the **DISCUSS** board in the Main Hub for the chance to lead or join in a discussion close to your heart. (Topics are constantly being added, so check back regularly!)

SUNDAY 10 SEPTEMBER

MAIN STAGE								
14:30	MATTER 2017 doors open — Sign up for ACHIEVE and workshops in the Main Hub							
15:30	WELCOME							
15:40	<p>KEYNOTE</p> <p>INSIDE INSPIRATION: How an ex-convict became health and fitness guru – Coss Marte</p>							
16:15	<p>KEYNOTE</p> <p>BE COOL: How to harness the power of the cold for the good of your health – Wim Hof</p>							
TIME	LEARN 1: AGINCOURT REEF (MAIN STAGE)	LEARN 2: SYDNEY HARBOUR	LEARN 3: CRADLE MOUNTAIN	LEARN 4: TWELVE APOSTLES	LEARN 5: MARY RIVER NATIONAL PARK <small>CURATED BY SUITCASE MAGAZINE</small>	SPA WORKSHOPS: DAINTREE	KITCHEN TABLE WORKSHOPS: FLINDERS RANGE	SCREENING ROOM
17:30–18:10	THE POWER OF A SINGLE STORY: How to inspire travel through storytelling Andrew Morrison	GET OVER THE RAINBOW: Moving beyond stereotypes to engage LGBTQ travellers Joel Cabrera & Uwern Jong	IT'S GOOD TO SHARE: Lessons from the sharing economy Parker Stanberry		BEYOND AVOCADO TOAST: Cutting through the wellness clutter Melissa Hemsley	READ YOU LIKE A BOOK: What your face says about your personality and health Melanie Waxman (SHA Wellness)	GET YOUR V-PLATES: How live and vegan foods can change your life Monika Lotte (The Source)	Inside the Superhuman World of The Iceman Featuring Wim Hof
18:20–19:00	UNDER THE INFLUENCE: Using influencers to generate content and ROI Amanda Ho & Marianna Jamadi	THE WAY TO A GUEST'S HEART: How to create exceptional F&B experiences Eric Pateman	FIGURES MATTER: Top tips to drive your bottom line Justin Wateridge		GO MICRO FOR MAXIMUM IMPACT: How to leverage the power of niche communities Emma Gannon	BOWL YOU OVER: Reaching your deepest inner self with Tibetan bowls Monika Lotte (The Source)	FOODIE ON THE ROAD: Feel-good tips from one serial traveller to another Melissa Hemsley	
19:00–20:00	SUNSET NETWORKING							

MONDAY 11 SEPTEMBER

MAIN STAGE																
09:30	WELCOME															
10:15	SPARK															
TIME	LEARN 1: AGINCOURT REEF (MAIN STAGE)	LEARN 2: SYDNEY HARBOUR	LEARN 3: CRADLE MOUNTAIN	LEARN 4: TWELVE APOSTLES	LEARN 5: MARY RIVER NATIONAL PARK <small>CURATED BY SUITCASE MAGAZINE</small>	ACHIEVE 1: ULURU	ACHIEVE 2: WEST KIMBERLEY	ACHIEVE 3: MARGARET RIVER	ACHIEVE 4: CAPE LEVEQUE	SPA WORKSHOPS: DAINTREE	KITCHEN TABLE WORKSHOPS: FLINDERS RANGE	SCREENING ROOM				
11:00–11:40	OPENING WINDOWS: Using social to create breakthroughs in your business Jesse Desjardins	SPA POWER: How to reinvigorate your brand's wellness offering Cornelius O'Shaughnessy, Greg Payne & Anastasia Achilleos	MIND OVER MATTER: How to design a detox for the mind Dietmar Mueller-Elmau	ALCHEMY IN ACTION: How to transform your business with an open-minded approach Andrew Wallas	PICTURE PERFECT: How to take the perfect photo and build your following on instagram Richard Massey	<p>DISCUSS</p> <p>1–5</p>	<p>SOCIAL MEDIA MASTERCLASS: How to inspire, develop a brand voice and create engaging content Juliet Kinsman</p>	<p><i>Check the ACHIEVE board in the Main Hub for topic and to sign up</i></p>	<p><i>Check the ACHIEVE board in the Main Hub for topic and to sign up</i></p>	<p>F&B MASTERCLASS: How to engage travellers and grow your brand by elevating your F&B offering Eric Pateman</p>	FROM AROMATHERAPY TO PSYCHO-AROMATHERAPY: The journey of wellness between body and mind Luca Fortuna (Borgo Egnazia)	MORE THAN FUEL: Understanding and implementing food energetics Melanie Waxman (SHA Wellness)	Before the Flood Produced by Leonardo DiCaprio			
12:00–12:40	SNAP HAPPY: Why instagram should be your favourite new sales tool Reem Kanj & Rosena Charmoy	CONSERVATION STATIONS: How to engage today's conscious traveller Jennifer Flowers, Malik Fernando, James Wyndham, Sonu Shivdasani & Beks Ndlovu	COMING UP ROSES: PR tips and tricks to master the modern media landscape Tanya Rose	MICRO NETWORK, MAXIMUM IMPACT: How to engage travellers in your conservation aims Andy Ridley	OIL BE THERE: Using cooking oil and community spirit to power an eco-adventure Andy Pag						<p><i>All ACHIEVES last for 90 minutes.</i></p>			MEDITATION Monika Lotte (The Source)	GET INTO THE HABIT: Transform your mental and physical wellbeing with ten simple changes Melanie Waxman (SHA Wellness)	12:45–13:00 Big Life Documentary Q&A with Hilton Walker (Great Plains Conservation) & Amanda Ho (Electrify Magazine)
13:00–13:40	TELLING STORIES AND SELLING STORIES: How to communicate what you do Ben Schott	MAKING SUSTAINABILITY SEXY: Eco-talk that sells Juliet Kinsman, Francisca Kellett & Holly Tuppen	DIGI-LUXE: What's next, now? The new connection era Stephen England-Hall	THE ADVENTURE WITHIN: Challenging travellers for true transformation Calum Morrison	SEEING CLEARLY: How to know when it's time to rebrand – and what to do next Ed Conway						INSTAGRAM MASTERCLASS: How to produce professional-looking photos that engage today's visual consumers Richard Massey	PR MASTERCLASS: Tips and tricks to master the modern media landscape Tanya Rose	ALCHEMY MASTERCLASS: How to create lasting change personally and professionally Andrew Wallas	WELLNESS MASTERCLASS: How to incorporate wellness into your offering to increase revenue and maximise return Cornelius O'Shaughnessy, Greg Payne & Anastasia Achilleos	FROM PSYCHO-AROMATHERAPY TO OLFATORY REALITY: The case of the olfactory tests Luca Fortuna (Borgo Egnazia)	UNDERSTANDING PERMACULTURE Monika Lotte (The Source)
MAIN STAGE																
14:00	<p>KEYNOTE</p> <p>#CHANGEWORLDS: How to make money while having a profound positive impact in the world – Taylor Conroy</p>															
15:00	LIVE MUSIC + SURPRISE ACT															
15:30	AFTERNOON NETWORKING															
17:30	Final transfers to PURE-allocated hotels															
20:00	PURE Welcome Party, hosted by Palais Namaskar															