



MEDIA RELEASE

LEGO legend Steve Sammartino set to electrify Travellers Choice conference

17 July 2018: **Just how clever, creative and ever-so-slightly insane do you have to be to take 500,000 LEGO bricks and build a life-sized hot-rod that runs on air? Travellers Choice members will soon find out because the award-winning group has just unveiled Australia's leading futurist – and LEGO legend – Steve Sammartino as a keynote speaker for its 2018 Annual Shareholders' Conference (ASC) in Cairns.**

As you might expect, Sammartino, whose [LEGO car video](#) has now been enjoyed by almost 10 million people globally, is always looking ahead. His next project will see him build a house in regional Australia using only a 3D printer.

When he's not building things Sammartino advises some of the world's largest companies on technology strategy. And his unique perspective on emerging technology trends – and ways in which small businesses can transition into the digital age – is set to be a highlight of the Travellers Choice Conference in November at the Cairns Convention Centre.

In addition to member workshops, a Preferred Supplier Exhibition and the company's Annual General Meeting, the three-day conference will feature an 'Electrified' Gala Dinner and the presentation of Travellers Choice's annual Gold, Silver and Bronze Choice Awards.

Managing Director Christian Hunter says this year's Conference theme, 'The Power of Connection', will reinforce the philosophy now underpinning much of the company's strategy.

"At its core it's about helping our members forge closer connections with their customers, for instance by the more sophisticated use of quality databases," says Hunter. "But it's also about connecting with other members and connecting with our preferred partners in ways that help grow each other's businesses."

"Just as important is the need to connect with emerging technologies and that is where the experience and insights of Steve Sammartino, who founded one of the world's first sharing economy start-ups and has been involved in a range of disruptive technologies, will prove absolutely invaluable."

For more information on Travellers Choice please visit www.travelagentschoice.com.au.

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