

Surviving the Crunch: The pro-active approach for tourism business

STF Open Meeting: 3rd December 2008
The Royal Hotel, Bridge of Allan, Stirling

Agenda

- 9.30 **Registration & Refreshments**
- 10.00 **Introduction and welcome** **Iain Herbert**
Chief Executive
Scottish Tourism Forum
- 10.15 **'Who's doing well and why'** **Prof John Lennon**
Economic assessment
Chair, Moffat Centre for Travel &
Tourism, Glasgow Caledonian
University
- 10.40 **'Planning for your market'** **Tony Mercer**
Insight in to the information available for business,
future trends and local intelligence
Head of Quality and Standards,
VisitScotland
- 11.10 **Water Audit Services** **Greg Shelton**
Working with businesses large or small, Water Audit
Services have provided, through the auditing of water
costs, savings and refunds in excess of £1,000,000's
in last year alone.
Water Audit Services
- 11.25 **Refreshment Break**
- 11.50 **'Using the web to maximum effect'** **Neil MacLean**
Obama Marketing: How to use new media to gain a
competitive advantage. Neil will describe how a
Scottish tourism business can use tactics deployed in
the recent US presidential campaign to gain market
attention and drive new business.
Director, Smallmedialarge
- 12.15 **'Up selling'** **Debbie Taylor**
Business demonstration on how the Old Course Hotel,
Golf Resort & Spa is taking a proactive stance in the
current climate. Dynamic initiatives that aim to achieve
growth in a challenging economic environment.
General Manager, The Old Course
Hotel, Golf Resort & Spa
- 12.40 **'Turning it around'** **David Smith**
Working example of a hotel turned around by ambition
and raised quality standards
Director, Buccleuch Arms Hotel
- 13.00 **Open Debate** **Chaired by Iain Herbert**
The above speakers will answer your questions.
- 13.20 **Closing Remarks** **Iain Herbert**

13.30 – 14.30 **Networking Buffet Lunch**