

## **Making the Step Changes**

Thursday 18 June 2009  
The Royal Hotel, Bridge of Allan, Stirling

### **Agenda**

- 9.30 **Registration & Refreshments**
- 10.00 **Welcome and Introduction**  
Starting the day and setting the context  
**Iain Herbert**  
Chief Executive  
Scottish Tourism Forum
- Are We Us or Them**  
Exploring sector responsibilities and differing agenda priorities.  
**Matthew Haggis**  
Creative Exchange
- 11.00 **Refreshment Break**
- What do we want? Step Change! Grow is not that difficult**  
Focus on TFFC Review recommendations.
- From Business Management to Industry Leadership**  
Group discussions on the different ways we all interact with our membership employees and customers.
- Who does what?**  
Mapping the public sector agencies.
- 1.00 **Lunch**
- 1.55 **Working out What will Work**  
Group discussion developing Action Proposals for workable ways forward.
- 3.00 **Break**
- 3.20 **Meeting the Challenges**  
Have we listened, have we acted?
- Pulling Together**  
Clarifying agreed ways of working with each other and providing leadership with the private, public (and community) sectors will want to follow.
- 4.30 **Close**  
**Iain Herbert, STF**