



SCOTLAND UNITED

# “INVEST IN SCOTTISH TOURISM”

Murrayfield International Stadium, Edinburgh  
Wednesday 5th March 2008

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## AGENDA

08.30	Registration and Coffee	
09.15	Welcome – Setting the Scene	<b>Bill McFarlan</b> Facilitator
09.20	Introductions	<b>Iain Herbert</b> Chief Executive, STF
09.35	Government and Tourism Followed by short Q & A	<b>Jim Mather</b> Minister of Enterprise, Energy and Tourism
10.00	Interactive session	
10.10	VisitScotland Your call to action	<b>Philip Riddle</b> Chief Executive
10.30	Scottish Enterprise	<b>Eddie Brogan</b> Head of Tourism
10.50	Coffee break	
11.15	Interactive session	
11.25	Case study – investments pays	<b>Rene Looper</b> TuMinds Ltd
11.50	Trends in tourism	<b>Keith McDermott</b> brilliant red Consulting
12.20	Growth challenges Exploring the challenges businesses are concerned about Introduced by Bob Cotton, Chief Executive, BHA	<b>Panel:</b> Iain Herbert, Debbie Taylor (Chair BHA Scotland & General Manager, The Old Course Hotel, Golf Resort & Spa), Philip Riddle, Eddie Brogan, Philippe Rossiter (Chief Exec, Institute of Hospitality)
12.55	Interactive session	
13.00	Networking Lunch Opportunity to join 15 minute sessions on 'Trend Xpress'	<b>Professor Ian Yeoman</b> Scenario Planner, VisitScotland
14.00	Interactive session	
14.15	Glasgow- the joined up approach and branding a city	<b>Scott Taylor</b> Chief Executive, GCMB
14.45	Opportunities – Homecoming Scotland and forthcoming events	<b>Paul Bush</b> Chief Executive, EventScotland
15.15	Investment in the current climate	<b>David Tinsley</b> UK Economist, Clydesdale Bank
15.50	Interactive session and closing remarks	
16.00	Conference ends	



Scotland's National Tourism Conference, co-hosted by Scottish Tourism Forum and British Hospitality Association Scotland: a focal point of Scottish Tourism Week 2008 (4th – 11th March)

### HIGHLIGHTS:

- Jim Mather MSP, Minister for Enterprise, Energy and Tourism will address delegates on government support for the tourism industry
- Amid talk of an approaching "credit crunch" and weak dollar make sure you are prepared for the year ahead; learn about national and international economic and lifestyle trends which are likely to impact on your business
- This is a highly innovative and interactive conference – delegates will have direct input into debates on the day.



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