



'Dynamic thinking!  
Let's concentrate on dynamic doing!'

Pride & Passion recently spoke to David Cochrane, a member of ETAG and CEO Hospitality Industry Trust. We asked him what he thought Edinburgh Tourism Action Group's 'X' factor was.

ETAG has now been established for seven years and has about 30 members and is currently delivering 24 projects.

Click here for a list of Edinburgh Tourism Action Group projects  
[http://www.inspiringtourism.co.uk/components/docs/ETAG\\_2008\\_Actions.pdf](http://www.inspiringtourism.co.uk/components/docs/ETAG_2008_Actions.pdf)

### **Key elements of success and growth of the group**

- The group is made up of like minded people represented across all sectors.
- No one takes credit for their success.
- There is a steering group made up of three public sector and four private industry people.
- Be clear of the overall vision; put it in writing so it is clear where everyone is going.
- Initially tackle a couple of small projects at a time so not to put people off.
- Use research to identify problems and gaps in the market, often other organisations such as the Council have readily available research.
- Excellent communication.
- The group provides a forum to share research and get feedback.
- Meetings are always very well attended.
- ETAG provides the opportunity to oversee how tourism is represented through its projects.
- ETAG endorses small projects.
- Demonstrate to one's funders what is being delivered.
- Get good admin support e.g. admin time volunteered by a member's PA.

### **Key traits of an effective leader**

- Be inspirational.
- Have a good opinion.
- Have a broad view.
- Be good at delegation.
- Have the right team.
- Be seen to be achieving, ensure that marketing is 'top notch' and that word of mouth will encourage people to be attracted to join in.
- Marketing - talk things up.
- Concentrate on the positive.

### **Key elements/top tips for getting people to join in**

- Hold networking events to find champions and encourage people to volunteer.
- Project champions are handpicked.
- Project champions are 'guardians of quality'.
- Volunteers are busy so the minimal time volunteered e.g. 2hrs is perceived as being very valuable

- Motivate champions, for example hold a business lunch to meet and get to know each other with the group supporters.
- Have fun! The group is informal and fun to be a part of. Recently members all went to a concert together.
- Everyone enjoys each others company.
- Review roles periodically.