

E-commerce Workshop – Lerwick

Friday 30th March 2007

The Shetland Hotel
Holmsgarth Road
Lerwick
Shetland
ZE1 0PW
Tel No. 01595 695515

AGENDA

- 10.00 *Registration and coffee*
- 10.30 **Scottish Tourism Forum** –Welcome, Introductions and Self-diagnosis
Tool Kit
- 10.45 **Business Case study – Rene Looper, Tuminds** - ‘E-Commerce Sense’
- 11.15 **LEC** – What support is available in the area
- 11.35 Coffee Break
- 11.50 **Business Case Study – Graeme Ambrose, Evergreen** – ‘Evergreen
Bed and Breakfast – Our E-Journey.’ How we developed our website, the
problems we encountered and how effective it is today.
- 12.20 **VisitScotland & VS.com** Wider market view and trends that will
underline need to get online
- 12:45 **Opening Rooms Across Scotland.** Ian McCaig Plan B - How live online
availability is achievable.
- 13.10 Q & A and Morning Wrap-up session,
- 13.30 Networking Lunch with case studies and speakers
- 14:00 One to One trade advice sessions for delegates
- 15.00 Close