

## Tourism E-business Workshop – Aberdeen

Tuesday 24<sup>th</sup> April 2007

Aberdeen Marriott Hotel  
Overton Circle-Dyce  
Aberdeen  
AB21 7AZ

Tel No. 01224 770 011

### 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 **Alan Linton, Targeting Innovation Ltd** – ‘Making Your Website Work For You’
- 11.35 Coffee Break
- 11.55 **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.
- 12.25 **VisitScotland & VS.com** Wider market view and trends that will underline need to get online
- 12:40 **Chris Elvery – Scottish Enterprise**
- 13.00 Q & A and Morning Wrap-up session,
- 13.15 Networking Lunch with case studies and speakers
- 14:15 One to One trade advice sessions for delegates
- 16.00 Close