

Tourism E-business Workshop – Irvine

Tuesday 1st May 2007

**Ayrshire Innovation Centre
2 Cockburn Place
Riverside Business Park
Irvine
KA11 5DA**

Tel No. 01294 316555

AGENDA

- 10.00 *Registration and coffee*
- 10.30 **Scottish Tourism Forum** –Welcome, Introductions and Self-diagnosis
Tool Kit
- 10.45 **Business Case study – Nick Quick, Langside Farm B&B**
- 11.15 **Alan Linton, Scottish Enterprise** – ‘Making Your Website Work For You’
- 11.35 Coffee Break
- 11.55 **Chris Elvery – Scottish Enterprise** – ‘Using the Web to Your Business's
Advantage’
- 12.20 **Business Case Study – Malcolm Simpson, The Gailes Restaurant
and Hotel**
- 12.50 **VisitScotland & VS.com** Wider market view and trends that will
underline need to get online
- 13.05 Q & A and Morning Wrap-up session
- 13.20 Networking Lunch with case studies and speakers
- 14:00 One to One trade advice sessions for delegates
- 16.00 Close