

## **Tourism E-business Workshop – Stirling**

**Thursday 10<sup>th</sup> May 2007**

**The Stirling Highland Hotel  
Spittal Street  
Stirling  
FK8 1DU**

**Tel No. 01786 272727**

### **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, 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 – 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.
- 12.50 **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