

E-Tourism Workshop – Forres

Thursday 15th November 2007

**Training Room
Horizon Scotland
The Enterprise Park
Forres
IV36 2AB
Tel No. 01309 678100**

AGENDA

- 09.30 *Delegate Registration and tea/coffee*
- 10.00 **Scottish Tourism Forum – Welcome and Introductions**
Includes an explanation about the opportunity to book a session with a HIE E-commerce advisor. Sessions to be booked during lunch break or at end of day.
- 10.15 **Designing for Users and Search Engines – Part 1**
- 11.15 *Refreshment Break*
- 11.30 **Enhance Your Use of the Internet – Part 2**
- 13.00 *Lunch Break and Networking Opportunity (buffet lunch will be provided)*
- 14.00 **Marketing Your Website Effectively - Includes a presentation from Rene Looper, Tuminds Ltd - 'Bacon, Eggs and Stats' – Part 3**
- 15.00 *Refreshment Break*
- 15.15 **Using the Internet to Improve Your Business – Part 4**
- 16.15 Final Q & A Wrap-up session
- 16.30 Close