

E-Tourism Workshop – Inverness

Friday 16th November 2007

**The Green House
Beechwood Business Park North
Inverness
IV2 3BL
Tel No. 01463 713504**

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