

Rising to the Event: Profiting through event collaboration

STF Open Meeting: Wednesday, 5th December 2007
 Glasgow Royal Concert Hall, G2 3NY

Agenda

Time	Topic	Speaker
9.30	Registration, Tea & coffee	
10.00	Introduction and welcome	Iain Herbert Chief Executive Scottish Tourism Forum
10.15	'Bringing the Games to Scotland'	Lynne McPhee Depute Director Glasgow 2014
10.40	'Glasgow: Scotland with Style'	Scott Taylor Chief Executive Glasgow City Marketing Bureau
11.25	Coffee Break	
11.50	'Highland 2007: challenges, successes and lessons learned'	Fiona Hampton (Director) & Alison Bell , (Marketing & Communications Manager), Highland 2007
12.15	'Growing More than Trees'	Fiona Murray Forest Tourism Initiative Manager, Forestry Commission Scotland
12.40	'Engaging with the Scottish diaspora market – the opportunities offered by Year of Homecoming 2009 and every year thereafter'	Dick Mungin Chief Executive The Scotland Funds
13.00	Open Debate <i>The above speakers and Leon Thompson, Corporate Communications Manager at EventScotland, will answer your questions.</i>	Chaired by Iain Herbert
13.20	Closing Remarks	Iain Herbert

13.30 – 14.30 Networking Buffet Lunch
