

ST Open Meeting: 5th December 2006

Sponsored by Macdonald Hotels

Macdonald Inchyra Grange Hotel, Grange Road, Polmont, Falkirk, FK2 0YB

50% Growth – how do ‘we’ do it? Agenda

		Speaker
9.30	Registration, Tea & coffee	
10.00	Introduction and welcome	Alan Rankin Chief Executive STF
10.15	Scottish Executive Outline of the five themes of the Tourism Framework For Change	Kirsten Foubister Head of Tourism Scottish Executive
10.45	Scottish Enterprise Strategy Role in TFFC and the overall strategy	Eddie Brogan, Director of Tourism Scottish Enterprise
11.15	Visitscotland Strategy VS Strategy and ‘Tourism Prospectus’ – detail behind growth targets and where the growth may come from	Riddell Graham, Director of Strategy, Partnerships and Communications Visitscotland
11.45	Coffee Break	
12.00	Industry Case Study What the new Licensing Bill really means to a business in tourism and hospitality	Janet Hood: LLB: Dip. LP: ABII Head of BII Scotland
12.15	Question and Answers Session	
12.45	Highland 2007. The year Scotland celebrates Highland culture.	Alison Bell, Marketing & Communications Manager Highland 2007
13.15	Closing Remarks	Alan Rankin
13.30 – 14.30	Networking Lunch	

Free Parking is available