

## Tourism E-business Workshop – Glasgow

Thursday 24<sup>th</sup> May 2007  
Thistle Hotel  
Cambridge Street  
G23HN

Tel No. 0870 3339154

### AGENDA

- 10.00 *Registration and coffee*
- 10.30 **Scottish Tourism Forum** – Welcome, Introductions and Self-diagnosis  
Tool Kit
- 10.45 **Business Case study – Anne Mulherne, Willow Tea Rooms**
- 11.15 **Alan Linton, Targeting Innovation Ltd** – ‘Making Your Website Work  
For You’
- 11.35 Coffee Break
- 11.55 **Business Case Study – Neil Lappin, Macs Adventures**
- 12.25 **VisitScotland & VS.com** Wider market view and trends that will  
underline need to get online
- 12:40 **Chris Elvery – Scottish Enterprise**
- 13.00 Q & A and Morning Wrap-up session,
- 13.15 Networking Lunch with case studies and speakers
- 14:15 One to One trade advice sessions for delegates
- 16.00 Close