

Tourism E-business Workshop – Perth

Wednesday 25th April 2007

Best Western Huntingtower Hotel
Crieff Road
Perth
PH1 3JT

Tel No. 01738 583771

AGENDA

- 10.00 *Registration and coffee*
- 10.30 **Scottish Tourism Forum** –Welcome, Introductions and Self-diagnosis Tool Kit
- 10.45 **Business Case study – Rene Looper, Tuminds - ‘E-Commerce Sense’**
- 11.15 **Alan Linton, Targeting Innovation Ltd – ‘Making Your Website Work For You’**
- 11.35 Coffee Break
- 11.55 **Business Case Study – Graeme Ambrose, Evergreen – ‘Evergreen Bed and Breakfast – Our E-Journey.’** How we developed our website, the problems we encountered and how effective it is today.
- 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