

# HIGHLAND TOURISM CONFERENCE 2018 - AGENDA

\*timings subject to change

Time	Activity
9.30 - 10.00	Registration and morning coffee
10.00 - 10.10	<b>Welcome</b> Chris Taylor, VisitScotland
10.10 - 10.25	<b>Development of the Loch Ness 360</b> Graeme Ambrose, Visit Inverness Loch Ness
10.25 - 10.50	<b>Engaging with the activity market</b> Ed Shoote
10.50 - 11.00	<b>Q&amp;A session</b> Graeme Ambrose & Ed Shoote
11.00 - 11.15	<b>Coffee Break</b>
11.15 - 12.15	<b>Workshop 1 – Morning session</b>  1 – <i>The golden rules of working with the media</i> 2 – <i>Growing into a sustainable business</i> 3 – <i>Structured Networking Session</i>
12.15 - 13.15	<b>Lunch</b> and exhibition stands / networking
13.15 - 14.15	<b>Workshop 2 – Afternoon session</b>  1. <i>The golden rules of working with the media</i> 2. <i>Internationalising your market</i>
14.15 - 14.35	<b>Year of Coast and Waters</b> Chelsea Charles, VisitScotland
14.35 - 15.15	<b>Scotland on the world stage</b> Shirley Robertson
15.15 - 15.25	<b>Q&amp;A session</b> Shirley Robertson and Chelsea Charles
15.25 - 15.30	<b>Closing remarks</b> Cllr Allan Henderson, The Highland Council