



OUTER HEBRIDES TOURISM CONFERENCE 2015

TOURISM OUTER HEBRIDES : OUR FUTURE IN OUR HANDS

2015 is the sixth annual tourism conference on the Outer Hebrides and will be taking place over two consecutive days allowing local operators and tourism businesses to take part whether based in the north or south. In the main the programme is repeated on both days but with some refinements reflecting the different venues, locations and attendees.

For 2015 there are 2 primary objectives:

- *To raise awareness of the opportunities for all tourism enterprises on the Outer Hebrides to engage in new and exciting collaborative activity which will help drive tourism growth and significantly enhance our customers experience of this special place*
- *To provide much needed opportunities for everyone engaged in tourism across the islands to meet, network and explore collaborative opportunities.*

The programme has an excellent mix of speakers with a great appreciation of the national scale of opportunity and how this relates to the Outer Hebrides, and direct experience of what the Outer Hebrides has to offer and how we can focus energy on turning our truly outstanding assets into high quality, value for money, authentic experiences.

We are offering a mix of talks and interactive sessions with something for everyone. A market place is planned over the course of each day allowing everyone to find out more about opportunities available to them and to take time to network together. We will also have a leaflet exchange table so do bring your promotional material to ensure everyone knows what you are up to!

The Outer Hebrides Tourism Conference 2015 has been made possible with generous support from





Day 1: TUESDAY 6 OCTOBER 2015 – THE DARK ISLAND HOTEL, BENBECULA

9.30 for 10.00am **REGISTRATION, TEA AND COFFEE**

10.00am **Welcome and Domestic**
Ian Fordham, Chair of Outer Hebrides Tourism

10.05am **Setting the Scene**
Marc Crothall, CEO Scottish Tourism Alliance

10.10am **Tourism Outer Hebrides 2020 – Lights... Camera...Action!**
Carron Tobin, ruralDimensions

TOURISM OUTER HEBRIDES 2020 – THE BIG PICTURE

10.20am **Marketing Scotland : Marketing the Outer Hebrides**
Charlie Smith, Director of Marketing, VisitScotland

TOURISM OUTER HEBRIDES – LAUNCHING ‘OUR HEBRIDEAN WELCOME’

10.40am **Glasgow Welcomes : Our Experience**
James Rusk, Owner of the Butcher Shop Grill & Hutchesons restaurants in Glasgow, & Chair of Glasgow Welcomes

11.00am **Our Hebridean Welcome : Getting Involved**
Gordon Gair, Flow Hospitality Training Ltd.

TOURISM OUTER HEBRIDES – ‘INTRODUCING THE HEBRIDEAN WAY’

11.15am **Cycling Scotland : The Cycle Tourism Opportunity**
Mike Dennison, Project Manager Scottish Cycle Tourism Forum & Sustrans

11.30am **The Hebridean Way : Cyclists Welcome and Other Hot Tips**
Maggie Maguire, UK Tourism Development Manager, Calmac & Calmactive

11.45am **Comfort Break**

TOURISM OUTER HEBRIDES – ‘RESOURCE EFFICIENCY - THE ENERGY ISLES’

12.00pm **Resource Efficient Scotland : The Bottom Line**
Daniel Johns, Resource Efficient Scotland

12.15pm **Energy Isles – real life examples of what we can do, impact on the bottom line, and sign up**
Brian Whittington and Lorna Clark, Tighean Innse Gall

12.30am **LUNCH**



TOURISM OUTER HEBRIDES – ‘SIGN UP FOR EAT DRINK HEBRIDES’

- 1.15pm** **Scotland Food & Drink : The Food Tourism Opportunity**
Fiona Richmond, Scotland Food & Drink
- 1.30pm** **Eat Drink Hebrides : Getting Involved**
Victoria Harvey, Outer Hebrides Tourism
- 1.45pm** **Brand Outer Hebrides : The Outer Hebrides Brand, and developing the Eat
Drink Hebrides Brand**
Nick Needham, Creative Director, BrightBrands

PANEL DISCUSSION

2.00pm Chaired by Marc Crothall

Panel:

Charlie Smith, VisitScotland
James Rusk, Glasgow Welcomes
Fiona Richmond, Scotland Food & Drink
Mike Dennison, Scottish Cycle Tourism Forum
Daniel Johns, Resource Efficient Scotland
Nick Needham, BrightBrands
Ian Fordham, Outer Hebrides Tourism

2.25pm **Overview of the Day’s Proceedings and Next Steps**
Marc Crothall, followed by Ian Fordham, Chair of Outer Hebrides Tourism

2.30pm **CONFERENCE CLOSE**



Day 2: WEDNESDAY 7 OCTOBER 2015 – AN LANNTAIR, STORNOWAY, ISLE OF LEWIS

10.00 FOR 10.30am REGISTRATION, TEA AND COFFEE

10.30am Welcome and Domestic
Ian Fordham, Chair of Outer Hebrides Tourism

10.35am Setting the Scene
Marc Crothall, CEO Scottish Tourism Alliance

10.40am Tourism Outer Hebrides 2020 – Lights... Camera...Action!
Carron Tobin, ruralDimensions

10.50am An Eye on the Hebrides ... and Katie Morag
Mairi Hedderwick, Author and Illustrator

11.15am Marketing Scotland : Marketing the Outer Hebrides
Charlie Smith, Director of Marketing, VisitScotland

11.35am Coffee & Comfort Break

TOURISM OUTER HEBRIDES 2020 – THE BIG PICTURE

11.50am Glasgow Welcomes : Delivering Customer Service Excellence
James Rusk, Owner of the Butcher Shop Grill & Hutchesons Restaurants in Glasgow, & Chair of Glasgow Welcomes

12.10pm Scotland Food & Drink : The Food Tourism Opportunity
Fiona Richmond, Project Manager, Scotland Food & Drink

12.30pm Cycling Scotland : The Cycle Tourism Opportunity
Mike Dennison, Project Manager Scottish Cycle Tourism Forum & Sustrans

12.45pm Resource Efficient Scotland : the Bottom Line
Daniel Johns, Resource Efficient Scotland

1.00pm Outer Hebrides 'The Brand' – Ten Top Tips on Bringing it to Life
Nick Needham

1.15pm Am Bealach – Creative Place Awards 2015 & Tourism Outer Hebrides
Film, introduced by Elly Fletcher, Chief Executive, An Lanntair

1.25pm LUNCH



2.15pm **'SIGN UP HERE' - BREAKOUT SESSIONS – CHOOSE 3 OF 4**

2.15-2.40pm **Session 1**

2.45-3.10pm **Session 2**

3.15-3.40pm **Session 3**

BREAK OUT SESSIONS TOPICS:

Choose from:

A: Our Hebridean Welcome – customer service excellency in my business
Gordon Gair, Flow Hospitality Training Ltd.

B: Eat Drink Hebrides – The Outer Hebrides Food & Drink Trail and developing the 'Eat Drink Hebrides' brand
Victoria Harvey, Outer Hebrides Tourism & Nick Needham, Bright Brands

C: The Hebridean Way – the cycle tourism opportunity for my business
Mike Dennison, Scottish Cycle Tourism Forum & Maggie Maguire, Calmac & Calmactive

D: Energy Isles – real life examples of what we can do, impact on the bottom line, and sign up
Brian Whittington and Amy Kapherr-Diament, Tighean Innse Gall

3.45pm **Coffee & Comfort Break**

PLENARY DISCUSSION

4.00pm Chaired by Marc Crothall

Panel:

Charlie Smith, VisitScotland
James Rusk, Glasgow Welcomes
Fiona Richmond, Scotland Food & Drink
Mike Dennison, Scottish Cycle Tourism Forum
Daniel Johns, Resource Efficient Scotland
Nick Needham, BrightBrands
Ian Fordham, Outer Hebrides Tourism

4.25pm **Overview of the Day's Proceedings and Next Steps**
Marc Crothall followed by Ian Fordham, Chair of Outer Hebrides Tourism

4.30pm **Outer Hebrides Tourism AGM**

5.30pm **CONFERENCE CLOSE**