

Destination Leaders Programme October 2019 – March 2020



Introduction

The Destination Leaders Programme offers a transformational investment for you, your business and your destination. It is a unique programme which presents participants with the opportunity to:

- develop individual leadership skills and capabilities;
- improve leadership within individual businesses to improve business performance;
- develop insights and shared understanding of the benefits of collaborative working to drive competitive advantage;
- work with likeminded, highly experience and committed individuals who share the ambition to realise real growth in the Scottish visitor economy;
- extend professional networks through the ongoing DLP Alumni programme.

This innovative programme is funded by Scottish Enterprise, working closely with partners across the Scottish industry.

Participants

Prospective participants should already have an established track record in a leadership role within their own organisation or sector and should:

- be open to learn from new experiences;
- value working collaboratively;
- have ambition and determination;
- show an appreciation of the challenges facing destinations;
- demonstrate an understanding of the beneficial impacts of enhanced industry leadership for a destination;
- demonstrate the personal impact and value they will bring to the programme through their knowledge and experience

In 2019/20, the Programme is open to participants working in Edinburgh and Glasgow. It is open to tourism industry leaders from the public and private sectors and the programme will seek to secure representation from a broad cross section of the tourism sector.

Programme for 2019/2020

The Programme will run from October 2019 to April 2020 and involves 4 one day workshops, 3 two day residential weekends (involving a Friday overnight), and an assessed group project. The exact dates for the Programme are in development.

The programme is intended to be highly interactive and delivered through a combination of lecturers, associates and external speakers from industry and academia from the UK and beyond. Examples of previous speakers include:

- *Geerte Udo* - Director of Marketing, Amsterdam Marketing
- *Chris Buckingham* - Former Chief Executive Officer, Destination Melbourne
- *Prof. Calvin Jones* - Visiting Research Fellow, Edinburgh Napier University
- *Bob Downie* - Chief Executive, Royal Yacht Britannia
- *Norbert Kettner* - CEO, The Vienna Tourist Board
- *James Withers* - CEO Scotland Food and Drink

The methods of delivery include presentations, site visits, use of case studies, on-line learning, group tasks and discussion. The initial leadership weekend will also involve the analysis of participants' leadership "personality" and the setting out of an individual action plan.

The **Assessed Group Leadership Project** brings together and enhances participants' knowledge, skills and critical understanding in the study of destination leadership and management. This will enable participants' to become more effective and critically aware in their professional development and to develop the cognitive skills necessary to analyse critical issues in destination management contexts.

Successful completion of the programme by participants will lead to an **Executive Certificate in Destination Leadership**.

DLP Participant Views:

"Doing the DLP this year has turned out to be one of the best decisions I have ever made. The course is practical and yet challenging and our cohort is full of inspiring tourism professionals. I believe the group work will ensure our takeaways are firmly embedded in the tourism strategy for 2020. And it is great way to build your network." **Julie Grieve, Founder, Criton Apps / DLP Participant 2014/15**

"The Destination Leaders Programme has not only provided me with fantastic insights into how other global destinations are positioning themselves, it has also offered me the chance to understand how I can play a greater role in the continued development of tourism in both Edinburgh and Scotland. Furthermore the network of contacts I have built in the city, and beyond, as well as the leadership skills I have developed are already proving an asset in my current role. I cannot recommend the programme highly enough for anyone with an interest in the on-going development of Scottish tourism." **Rob Lang, Marketing Manager, Edinburgh Airport / DLP Participant 2014/15**

Cost

The participant fee is £1,200 – which includes all course materials, teaching, catering and accommodation costs associated with the programme.

Contact

To register your interest and receive an application form please contact – Aileen.Lamb@scotent.co.uk or Gillian.Richardson@scotent.co.uk

