

# ETAG 2020

## Conference Programme

30 January 2020, 12noon to 6.30pm  
Assembly Rooms, Edinburgh

**12noon – 1.00pm** Registration, Lunch, Exhibition, Networking

---

**1.00pm – 1.15pm** Welcome

*Roddy Smith, Essential Edinburgh & ETAG Conference Host*

---

**1.15pm – 1.30pm** Robin's Reflections

*Robin Worsnop, Outgoing Chair, ETAG*

---

**1.30pm – 2.00pm** Beyond 2020: The dawn of a new decade

*Peter Jordan, Toposophy*

---

**2.00pm – 2.30pm** Edinburgh: A city of the future

*Cllr Adam McVey, Leader City of Edinburgh Council*

---

**2.30pm – 3.05pm** Coffee Break

---

**3.05pm – 3.25pm** Listen & Learn: Barcelona

*Albert Arias-Sans, former Director, Barcelona City Council*

---

**3.25pm – 3.45pm** Listen & Learn: Amsterdam

*Geerte Udo, Chief Executive, Amsterdam Marketing*

---

**3.45pm – 4.15pm** Question time panel session

- Peter Jordan, Toposophy
  - Cllr Adam McVey, City of Edinburgh Council
  - Albert Arias-Sans, formerly Barcelona City Council
  - Geerte Udo, Amsterdam Marketing
- 

**4.15pm – 4.30pm** Edinburgh: Tourism in the 20's

*Donald Emslie, incoming Chair, ETAG*

---

**4.30pm – 4.45pm** Closing remarks

*Roddy Smith, Essential Edinburgh & ETAG Conference Host*

---

**4.45pm – 6.30pm** Networking Reception

---