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ETAG 2015 CONFERENCE REVIEW

OVERVIEW

- Theme “Building on Success”
- Held at the Sheraton
- Sell out - 200 delegates
- Funding support –
  - Scottish Enterprise
  - City of Edinburgh Council
  - Transport for Edinburgh – City Smart Card
  - Edinburgh Airport

OVERVIEW

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https://www.youtube.com/watch?v=TUXFlX79YEc

Impression of the event:

- 61% excellent
- 38% good
- 1% fair

Impacts:

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- 72% made new business contacts
- 94% increased awareness of tourism opportunities
- 79% identified new business opportunities
- 91% identified new collaborative opportunities

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GREAT SPEAKER LINE UP

Voting Buttons

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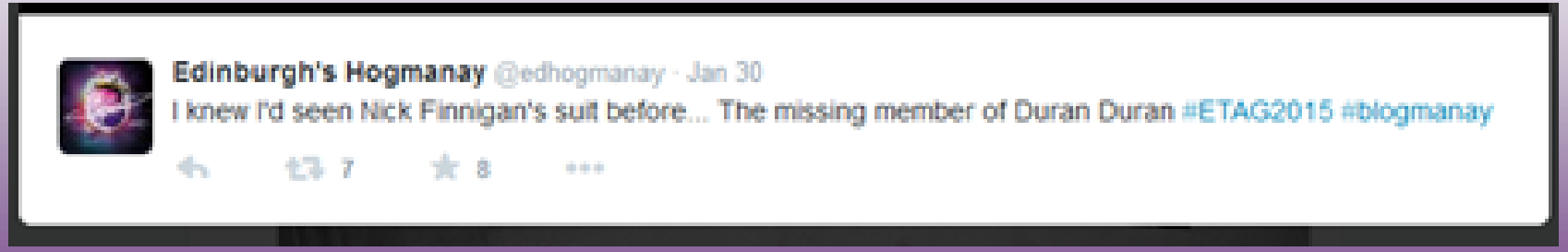
(Social) Media Coverage



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Networking and Exhibitors

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