

**Digital Tourism Conference 2015**  
Friday 20<sup>th</sup> November  
Edinburgh International Conference Centre

**Programme**

Conference Chair: James McVeigh, Head of Marketing and Innovation, Festivals Edinburgh  
#digitourism2015

<b>08:30</b>	<b><i>Registration and Exhibition</i></b>
<b>09:30</b>	<p><b>Let's Get Started</b> Our host James McVeigh will kick off the Digital Tourism Conference and explain how the day works - including live links to Barcelona.</p>
<b>09:40</b>	<p><b>Launch of the Digital Tourism Scotland Programme</b> Danny Cusick, Sector Portfolio Director – Food &amp; Drink, Tourism and Textiles at Scottish Enterprise</p>
<b>09:45</b>	<p><b>Why Digital is no longer Optional</b> Vicki Miller, Head of Customer Experience, VisitScotland Today's visitor expects a hassle free digital experience when researching destination information and completing their booking. Hear how VisitScotland is tackling the challenge and learn what tourism businesses should be thinking about and need to do to ensure they are ready digitally to satisfy our visitors' expectations.</p>
<b>10:00</b>	<p><b>Live Link to the Digital Tourism Innovation Campus in Barcelona</b> <i>In true Eurovision style, we'll be connecting via live link with the Digital Tourism Think Tank Innovation Campus in Barcelona. Hosted by Steven de Jong and Isabel Mosk.</i></p> <p><b>Live: Stage Discussion from Barcelona - Transforming Your Organisation</b> As we learn increasingly about the importance of adapting to change, we will hear from key thought leaders in Barcelona who will share their views.</p>
<b>10:30</b>	<b><i>Morning Coffee Break</i></b>
<b>11:15</b>	<p><b>Panel Discussion: Your Business - Today's Visitor</b></p> <ul style="list-style-type: none"> <li>• Mapping out Visitor Journeys of visitors now and in 2016</li> <li>• How are visitors changing and what are the implications for Scottish businesses &amp; destinations?</li> <li>• What does this mean for me?</li> </ul> <p><b>Panelists</b> Vicki Miller, Head of Customer Experience, VisitScotland Jude McCorry, Head of Business Development, The Data Lab (re big data) Jonathan Messer, R&amp;D Director, Luma – developers of V&amp;A virtual reality app Kim Kjaerside, Sales Manager, Apex Hotels Colan Mehaffey, Head of Digital Media, NTS</p>
<b>11.45</b>	<p><b>The Visitor Journey and Engagement on Mobile</b> Mark Hunter, Content Creator, Blogger and Director at Postable Limited Mark works with tourism businesses across Scotland and is an expert on mobile and how it impacts the visitor journey - including attracting the visitor, searching to find destinations before and during their trip, improving the visitor experience and sharing content.</p>
<b>12.05</b>	<p><b>Video: Mobile Futures and Innovation (International Learning)</b> Mobile experts explain where mobile is going and what latest innovations in mobile mean for tourism businesses and destinations.</p>
<b>12:15</b>	<b><i>Networking Lunch and Exhibition</i></b>

<b>13:30</b>	<b>Welcome back:</b> James McVeigh
<b>13:40</b>	<p><b>DTIC Live Link: Optimising Digital Strategy- Learnings from Mobile &amp; Beacons</b> Chris Chambers, Tourism and Events Queensland Streamed <b>LIVE</b> from Barcelona, Chris Chambers will share what Tourism and Events Queensland have been doing as one of the leading destinations worldwide when it comes to digital innovation.</p>
<b>14.10</b>	<p><b>Marketing Your Business Online: Keeping an Event alive 365 Days a Year</b> Kevin Bain, Assistant Director - Digital Media at The R&amp;A</p> <p>Kevin manages the digital properties for one of the world's most prestigious sporting events, The Open Championship, on a global platform. As the championship only lasts 4 days Kevin's needs to ensure the event stays 'alive' for the other 361 days of the year by sharing the content across a range of digital platforms, social, web, apps and online TV channels.</p>
<b>14:30</b>	<b>Coffee Break</b>
<b>14:50</b>	<p><b>Shine the Light on Tourism</b> Four 5 minute pitches from tourism businesses across Scotland on how they are using digital to engage their visitors.</p> <ul style="list-style-type: none"> <li>• Gavin Neate from <b>Neatebox</b> will introduce their App, designed to bring the Edinburgh Royal Mile alive using beacon technology</li> <li>• Julia McLellan from <b>Calmac Ferries</b> will present on Calmac's recent website accessibility project and how it has helped make their online content more easily accessible for people with a disability</li> <li>• Deborah Macken from <b>East Cambusmoon Holiday Cottages</b> will discuss impacts from their social media campaigns on customer engagement</li> <li>• Elizabeth Burchell from the <b>Edinburgh Festival Fringe</b> will talk about their success with digital on a small budget – using user-generated content across their social channels to engage with customers and broaden their online reach.</li> </ul>
<b>15:10</b>	<p><b>Live from Barcelona : Wonderful Copenhagen: Succeeding as a Digital Destination</b> Thomas Høyrup Christensen, Wonderful Copenhagen Wonderful Copenhagen are exemplary in their running of a Destination Management Organisation, adapting quickly to fast shifting consumer trends and understanding the importance of fostering a culture of creativity within every aspect of the organisation.</p> <p>Thomas will take us behind the scenes on their recent Instagram campaign with Norway and show just how Wonderful Copenhagen succeeds in delivering value for Copenhagen's visitor economy.</p>
<b>15:40</b>	<p><b>Panel Discussion: What does Success Look Like?</b> A showcase of the highlights and key themes from Barcelona coupled with a summary of today's key talking points in Edinburgh will provide a starting point for an interactive panel/audience discussion around "What will success look like" for tourism businesses in 2016.</p> <p><b>Panelists</b> Jim Wolff, Head of Digital, The Leith Agency Al Thomson, Communications and Events Manager, Unique Events / Blogmanay Tom Rice, Head of Marketing Communications, Glasgow City Marketing Bureau Kevin Bain, Assistant Director - Digital Media, The R&amp;A Isabel Mosk, Digital Tourism Think Tank Steven de Jong, Digital Tourism Think Tank</p>
<b>16:10</b>	<b>Wrap up and Conclusions</b>
<b>16:15</b>	<b>Conference Close</b>