

ETAG 2018

Conference Programme

1 February 2018, 8:15am - 2:00pm
McEwan Hall, Edinburgh

8:15am - 9:00am	Registration, Breakfast, Exhibition & Networking
9:00am - 9:15am	Welcome <i>Manuela Calchini, VisitScotland and MC for ETAG 2018</i>
9:15am - 9:25am	Managing Success <i>Robin Worsnop, Chair of ETAG</i>
9:25am - 9:55am	Lessons from Amsterdam <i>Geerte Udo, Amsterdam Marketing</i>
9:55am - 10:05am	Q & A Session
10:05am - 10:30am	Edinburgh Castle: A Case Study <i>Nick Finnigan, Executive Manager, Edinburgh Castle</i>
10:30am - 10:40am	Q & A Session
10:40am - 11:10am	Coffee Break, Networking & Exhibition
11:10am - 12:00pm	Fifteen Minute Focus - Edinburgh 2020 Priorities <ul style="list-style-type: none">• Extending the Visitor Footprint - Wayfinding & Signage<ul style="list-style-type: none">○ <i>George Lowder, Transport for Edinburgh, Jason Smith, City ID</i>• Increasing Visitor Spend - Building on Business Events<ul style="list-style-type: none">○ <i>Amanda Wrathall, EICC</i>• Selling the “Off Season”<ul style="list-style-type: none">○ <i>Paul Wakefield, Marketing Edinburgh</i>
12:00pm - 12:10pm	Q & A Session
12:10pm - 12:40pm	The Collaborative Economy and Implications for Edinburgh <i>Peter Jordan, Toposophy</i>
12:40pm - 12:50pm	Q & A Session
12:50pm - 1:00pm	Reflections and Feedback
1:00pm - 2:00pm	Networking Lunch and Exhibition
2:00pm	Close

