

ETAG 2018 - Conference Speakers

Manuela Calchini, VisitScotland and MC for ETAG 2018



Manuela trained and worked as a Scottish Blue Badge tour guide specialising in business tourism, working at conferences and on incentives. She also worked in the private sector as an Incentive Manager for many Incoming tour operators and destination management companies, before joining the Balmoral Hotel in Edinburgh as Senior Sales Manager. In 2005 she joined VisitScotland to take up a position in the Business Tourism Unit before moving on to the business engagement side of VisitScotland and taking up the post of Regional Partnerships Director for the South of Scotland. Until recently she led the engagement with stakeholders, elected office bearers and industry groups in Edinburgh, The Lothians and Fife and had a supervisory role for the Scottish Borders and Dumfries & Galloway. In Autumn 2017 she was appointed as Head of Information Services at VisitScotland and has been tasked with the delivery of the newly launched information strategy across Scotland.



Robin Worsnop, Chair of ETAG and CEO of Rabbie's Small Group Tours

Founded by Robin in 1993, Rabbie's is the UK's most successful independent small group tour company and operates from Edinburgh, London, Glasgow, Dublin and Inverness. Rabbie's has won countless rewards in recognition of its work in sustainable tourism, innovation and business development and Robin himself was awarded the prestigious Silver Thistle award for his outstanding contribution to Scottish Tourism in 2016. A passionate and committed supporter of the Scottish tourism sector, Robin became Chair of ETAG in 2010, overseeing the introduction and ongoing implementation of the Edinburgh 2020 Tourism Strategy. Other roles include serving on the management group of the Edinburgh Capital Group, helping to establish the not for profit organisation Climate Change Scotland and membership of the Edinburgh Festivals Forum, North Highlands Initiative Tourism Board and Scottish Tourism Alliance Council.



Geerte Udo, Associate Director Marketing Strategy, Amsterdam Marketing

Geerte Udo received her Masters degree in Public Administration at the University of Leiden in 2001. Until 2006 she was consultant in public-private cooperation issues and in September 2006, Geerte joined Amsterdam Partners, where she was responsible for building the hugely successful 'Iamsterdam' brand. In 2010 she became the interim Director of Amsterdam Partners and following the creation of one new city marketing organisation, Amsterdam Marketing, she was appointed as Associate Director of Marketing in 2013. Geerte is a recognised expert in brand development and has been at the forefront of leading Amsterdam's highly regarded work in managing the impact of tourism development.

ETAG 2018 - Conference Speakers



Nick Finnigan, Executive Manager, Edinburgh Castle

Following a period of working in the field of Industrial Relations within the Scottish Government, Nick joined Historic Scotland (now Historic Environment Scotland) and built up expertise in estate management, membership, corporate hospitality, catering, filming, events management and tourism before starting as Executive Manager of Edinburgh Castle in February 2011. Edinburgh Castle is Scotland's most iconic site and the number one paying visitor attraction in the country and Nick and his team welcomed over two million visitors from all over the world in 2017. As well as leading on all aspects of operational delivery, he also works collaboratively with HES colleagues on all commercial activities and is an active member of ETAG, including Chairing the ETAG Conference Committee.



George Lowder MBE, Chief Executive, Transport for Edinburgh

George took up the post of Chief Executive of Transport for Edinburgh (TfE) in January 2016, where he is responsible for the delivery and development of an integrated transport network for the Edinburgh City Region. TfE is the parent company of the municipally owned Lothian Buses and Edinburgh Trams. Prior to his appointment with TfE, George served in Defence for almost 35 years serving in The Falklands Islands, Germany, the UK, Northern Ireland, Canada and the 1991 Gulf War. He attended school in Edinburgh and was commissioned in 1981. He then studied Scots Law at Aberdeen, graduating in 1986. He gained a Masters Degree from Cranfield University in 1995 and studied personnel management at Strathclyde University in 2002.



Jason Smith, Projects Director, City ID

Jason is the Projects Director of City ID, based in Bristol, New York City and San Francisco. City ID is a specialist design consultancy focused on improving people's understanding and experience of cities, places and transportation systems. Jason is lead consultant for City ID on a range of projects and has worked for the past 10 years on delivering city legibility, transport information and urban experience projects in the UK for Bristol, Bath, Birmingham and the wider West Midlands, Manchester, Newcastle, Sheffield, Southampton and extensively in London on Legible London and a range of London 2012 Olympics projects. Internationally Jason has worked for New York City, Moscow, San Francisco, Chicago and Abu Dhabi and he is currently working on the initial development stages of a new, comprehensive wayfinding system for Edinburgh.

ETAG 2018 - Conference Speakers



Amanda Wrathall, Sales and Marketing Director, EICC

Amanda Wrathall has over 25 years' experience in the events and hospitality industry and is Sales and Marketing Director at the world class Edinburgh International Conference Centre. Starting her career with Scottish & Newcastle & Voyager Hotels, she then moved to the South East of England for eight years before returning to her native Edinburgh in 2000. Since then she has worked with Marriott, IHG and Macdonald Hotels before spending six years at the Edinburgh Corn Exchange. Joining the EICC in 2015, she heads up a team of 13 who are not only responsible for revenue generation within the EICC, but also play a key role in delivering economic impact to the wider city through attracting international business events. Amanda was a recipient of a HIT Scotland Scholarship in Lausanne, completed Edinburgh Napier University's Destination Leaders Programme in 2016 and now Chairs the ETAG Business Events Industry Group.



Paul Wakefield, Head of Marketing and Partnerships, Marketing Edinburgh

Paul has spent the last 18 years in marketing, communications and business development in senior management roles, predominately client-side with the likes of property firm Bell Ingram, Maximillion Events and influential landowner body Scottish Land & Estates. Paul brings operational, commercial, integrated marketing and communications experience from the worlds of tourism, land and property, events and hospitality, in addition to a nine year career as a Police Officer with the Metropolitan Police in London. Paul has been with Marketing Edinburgh for the past four years, where he leads the Corporate Partnership programme; working with Partners, Members and Stakeholders to create city campaigns to promote Scotland's capital as a world-class destination in which to live, work, study, visit and invest.



Peter Jordan, Head of Insights, TOPOSOPHY

Peter is a consultant and researcher specialised in the curation and interpretation of travel trends. With a background in industry education, as well as marketing and communications at various tourism industry associations, he has gained a panoramic view of global travel, including the influence of consumer trends on travel behaviour. He started his career working for the UN World Tourism Organization in Madrid and has also worked for the World Youth Student and Educational Travel Confederation, as well as the Pacific Asia Travel Association. Since 2014 Peter has been an international associate of TOPOSOPHY, based in Amsterdam and piloting the company's research. During this period Peter has carried out a range of presentations on the sharing economy and collaborated extensively in the company's research and strategy work on the regulatory aspects of the sharing economy. He recently completed the "Collaborative Economy and Scottish Tourism" report.