

Digital Solutions for Tourism

Venue: National Museum of Scotland, Edinburgh

Date: Thursday 25th October 2018

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



Time	Topic	
8.30am	Exhibition, Registration and Networking	
9.15am	Introduction James McVeigh, Festivals Edinburgh	10min
9.25am	Welcome Robin Worsnop, Chair, ETAG	5min
9.30am	The Impact of the Digital Economy Graham Urquhart, Expedia	15min
9.45am	Social media, influencers and brands: Working together to deliver both quality content and targeted ROI Daniel James Clarke, Dan Flying Solo	15min
10.00am	Shine the Light – Digital Sector <ul style="list-style-type: none"> • MightyMissions – Victoria Jackson • Travelouder – Adrian Au • OOVIRT – Michael Leeland 	5min each
10.20am	Case Study - 'VR on Rails: Using 'Immersivity' to Visualise the new Caledonian Sleeper.' Fergus Bruce, Soluis	10min
10.30am	Protecting your Business Online Curious Frank	25min
10.55am	Digital Development Loan Liz McCutcheon, Lanarkshire Enterprise Services Ltd	5min
11.00am	Exhibition and Coffee Break	
11.30am	How Artificial Intelligence Is Changing The 5 Stages of Travel Peter Syme, 1000 Mile Journeys	15min
11.45am	Shine a Light - Tourism Sector <ul style="list-style-type: none"> • Fishers Services – Scott Inglis • Musselburgh Racecourse – Sarah Montgomery • Edinburgh Festival Fringe – Olly Davies 	5min each
12.05pm	Data Experiments for Edinburgh's Tourism Industry Josh Ryan-Saha, University of Edinburgh	20min
12.25pm	MyHelsinki – Helping People Experience the Best of Helsinki Tia Hallanoro, Helsinki Marketing	40min
1.05pm	Wrap Up James McVeigh, Festivals Edinburgh	5min
1.10pm - 2.30pm	Lunch and Exhibition	