

# Digital Solutions for Tourism

Venue: National Museum of Scotland, Edinburgh

Date: Thursday 25<sup>th</sup> October 2018

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



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