



VisitBritain Youth Tourism Conference 2006

PROGRAMME
Thursday 16th March
Edinburgh Room

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Time	Programme	Details	Speaker
0900	Registration for Workshop delegates		
0925	Welcome and Opening for Workshop delegates		Bernard Donoghue, Head of Government and Public Affairs, VisitBritain
0930	Workshop 1: Effective Communication with the Youth Market	Barbie is an acknowledged youth specialist and works directly with young people to provide research and expertise on this segment. She will present her invaluable insights on how to maximise the success of your communication with 16-34 year olds in an ever-evolving technological age, with tips on boosting the effectiveness of your messaging and attracting attention....even on a budget!	Barbie Clarke, Managing Director of Kids and Youth
1010	Workshop 2: People Power	How can you improve morale, retain your staff and engender a positive working environment that benefits your whole business? Craig, who has a Masters Degree in Human Resource Management, will reveal how HAGGIS has extended its practice of innovation to all aspects of staff treatment to the benefit of both employee and business.	Craig Irving, Business Development Manager, Radical Travel Group
1050	Coffee Break for ALL delegates		
1120	Workshop 3: Getting the most out of your presence on-line	In Tom's wide experience, clients who provide gapyear.com with well thought out content achieve on average a 300-400% better return than their competitors. No business simply "knocks together" material for an advertorial or magazine, so why should it be any different for on-line content? Tom will reveal his top line DOs and DON'Ts, using real examples of what works....and what should never leave your inbox!	Tom Griffiths, Founder, gapyear.com
1200	Workshop 4: Hitting the headlines	From Bed-sit to Boardroom, then from Local Press to TV show "Wife Swap" – find out how entrepreneur Deirdre Bounds has successfully used the media to market her business, building up from local press exposure to reality TV show appearances. Benefit from her hands on experience of how to maximise your exposure through all media channels, and pick up tried and tested tips from the expert on how to choose a PR agency, how to handle journalists and how to react to your best advantage in a crisis.	Deirdre Bounds, Founder, i-to-i
1240	Buffet Lunch		
1340	Afternoon Welcome and Opening	Opening speech	Bernard Donoghue, Head of Government and Public Affairs, VisitBritain

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Programme Thursday 16th March *continued*

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1400	Tourism Through Learning	Melissa will present the innovative Tourism Through Learning campaign undertaken by Marketing Manchester and all five Greater Manchester higher education institutions to target Manchester's student population. Hear about the practicalities, the challenges and the successes encountered when destination agency and educational institutions worked in partnership to market Manchester as both a leisure and an educational destination to maximum, mutual advantage.	Melissa Marriott, Commercial Director, Marketing Manchester
1420	The Emerging Markets of Asia and Eastern Europe	Get the low-down on the emerging youth markets of Asia and Eastern Europe, what VisitBritain is doing on territory to tap into this segment and our latest knowledge of buyer behaviour and routes to market.	Carl Walsh and Kevin Jones, International Partnerships, VisitBritain
1450	Coffee Break		
1520	Beyond Cool	Andy: "If there is one key lesson we have learned over the last two years at MTV, it's that being cool is no longer enough to capture the attention of the youth market. Today coolness has been democratised. Any idiot with a computer can go on line and chat to the latest hot band - anyone with access to a celebrity magazine can dress cool." As we move beyond the "concept of cool" in youth marketing, find out from MTV's latest research what we know about our contemporary youth audience and how we can use this to reach them more effectively.	Andy Davidson, Youth Trends Expert, MTV International
1550	Regional Spread – the Aussie Way	Hear from Director of Distribution what strategies and initiatives Tourism Australia has employed to boost regional spread, support local tourism products and get young travellers moving around the whole country.	Matthew Cameron Smith, Director of Distribution and Partnership Development, Europe, Tourism Australia
1620	Keynote speech	"At The Independent, I have the title 'The man who pays his way' because I don't accept free transport or accommodation from the travel trade. This may strike you as pious baloney, but one indisputable effect is that I tend to meet a lot of very interesting folk." Britain's leading travel commentator will relate his own travel tales, reveal what has inspired him over the years and offer his inside knowledge of how young people travel and research their trips, giving us the benefit of the wealth of hands-on experience and insight he has gathered during his world-wide roaming.	Simon Calder, Travel Editor, The Independent
1650	Close	Closing Speech	Bernard Donoghue, Head of Government and Public Affairs, VisitBritain
1700	Evening Reception and Britain Youth Travel Awards	Join us on board Bateaux London's "Symphony" for drinks and canapés. Coaches, care of Contiki Holidays, leave from the front of the New Connaught Rooms from 1700	
1730	River Thames cruise	Boat departs from Embankment Pier for a one-hour circular cruise sponsored by Bateaux London and Catamaran Cruisers	
1800	Britain Youth Travel Awards	Presentation of Awards	
1830	End	Boat arrives back at Embankment Pier	