

**Programme for TMI Hot Topic, Anglia Ruskin University, Cambridge
Crisis, What Crisis? - Funding DMOs and Destination Activity**

17 May	
4.30pm - 6pm - Guided Walk and Punting (free tour but pre booking required)	
7.30pm - Networking BBQ Buffet – The Pint Shop, Peas Hill (early bird tickets £25 + vat)	
18 May	
08.45	<i>Open for sponsors</i>
09.15-09.40	<i>Registration, tea, coffee</i>
09.40-09.50	Welcome and introduction - Robin Barker, TMI President Cllr Lewis Herbert, Cambridge City Council Sally Everett, Deputy Dean, Anglia Ruskin University
09.50-10.15	Emma Thornton, Visit Cambridge - Recent transformation in the DMO – 90% private funding; joining up with a BID; integrating DEF projects; going beyond the destination.
10.15-10.35	Kevin Millington, Acorn Consulting - How good data collection and performance data can assist destination in bidding for project funding.
10.35-11.00	Keith Blundell, Blue Chip Tourism – A run through of different models of funding for DMOs. Have the pioneer TBIDS been a success; what's happening on the continent? Tourism taxes? Are web sites still useful generators of DMO income?
11.00-11.10	Q & A Discussion
11.10-11.35	<i>Tea, coffee</i>
11.35-12.05	Paul Bristow, Director, Strategic Partnerships, Arts Council - Evaluating the Cultural Destinations project; future joint work with VB and destinations; new Arts Council funding streams?
12.05-12.25	Colin Munro, Miconex – adding revenue value to destination web sites.
12.25-12.50	Chris Starkie, New Anglia LEP - The role which the visitor economy plays in their LEP; how can destinations and DMOs work better with their LEPs
12.50-12.55	Q & A Discussion
12.55-14.00	<i>Buffet lunch</i>
14.00-15.10	WORKSHOPS 1, 2 or 3 (see below for more detail)
15.10-15.40	<i>Tea, coffee</i>
15.40-16.00	Giles Smith , Director DCMS (Arts, Heritage and Tourism Directorate) The national picture; Top 5 tips for destinations
16.00-16.20	Ros Kerslake, Chief Executive, Heritage Lottery Fund - How are HLF supporting tourism and destination development and resilience. How might destination managers identify heritage assets for potential HLF project support? Are there new HLF funding pots emerging of particular interest to the visitor economy and DMOs?
16.20-16.30	President's summary and event close

Workshop 1

Lets Go Off the Beaten Track

Michael Duignan, Senior Lecturer and Research Fellow, Anglia Ruskin University

Lorraine Turner, YoYo Lets Go and Dr Jan Storgards, Anglia Ruskin University

This workshop will look at ways in which destinations can increase visitor dwell times and take visitors away from dependency on the honey pot sites. How can digital platforms and GPS be used to create easy-to-use and fun routes and itineraries, taking visitors off the beaten track and spreading the benefits of visitors. Mike Duignan will set the scene, Jan Storgards will discuss the integration of gamification into the urban environment and Lorraine Turner will demonstrate a new and innovative visitor app which is gaining traction in Cambridge.

Workshop 2

Funding for Business Tourism

Kerrin Macphie, Head of Business Events, Visit Britain and Caroline Mackenzie, Global Association Partners

Are you involved in a destination which benefits from significant business tourism demand – or do you want to explore how you can better penetrate this market. The workshop will present Visit Britain's latest initiatives in business tourism, consider best practice from a leading city destination and discuss the new business event support (funding) programme.

Workshop 3

Hotel Development in Cambridge – a sneak preview of the luxurious the newly refurbished University Arms Hotel (set to open early June) and the iconic Parker's Piece. This walk will leave the venue early (at 13.45) and return for 15.30 and is designed mainly for those delegates who are coming up just for the day and need to leave immediately after the conference, so not having time to visit Cambridge in their own time. Capped at 20 delegates.

Programme as at 12 April, please note may be subject to change.