

TMI Hot Topic 22-23 May, The University of Westminster, London
Enhancing the appeal of your destination through events and experiences

22 MAY	OPTIONAL FRINGE ACTIVITIES
18.00-20.00	Book Launch of 'Destination London: The Expansion of the Visitor Economy' by Dr Andrew Smith and Prof Anne Graham. Presentation and refreshments. University of Westminster – Board Room, 309 Regent St. Free event but places must be pre booked
20.15 onwards	Informal networking at The Jackalope in Marylebone - Hot Noodle café is part of the pub
23 MAY	MAIN CONFERENCE
09.15-09.45	Optional tour and intro to The Langham, a legendary 5 star hotel, 5 minutes walk from The University of Westminster (places limited to 15 and must be pre booked)
<i>10.00-10.30</i>	<i>Registration, tea, coffee, biscuits</i>
10.30-10.35	Jude Leitch, TMI President - Welcome and introduction
10.35-10.40	Dr Andrew Smith, The University of Westminster - Tribute to Simon Curtis, Head of Events
10.40-11.00	Humphrey Walwyn, VisitEngland - Understanding the opportunity for Events and Experiences in England
11.00-11.25	Darren Seward, NFU Mutual - Hospitality confidence research
11.25-12.00	Roger Pride, Heavenly - If a destination is not an experience what is it?
12.00-12.25	Martine Ainsworth-Wells, Ainsworth & Wells - TransPennine via London 2012
12.25-12.30	Presentation of the Dave Hughes Award to Daymer Skye Eshelby by Jude Leitch, TMI President
<i>12.30-13.30</i>	<i>Buffet lunch, fruit juice, tea and coffee</i>
13.30-13.50	Greg Richards – Breda University - Making better places through experiences and events
13.50-14.10	Bev and Sarah Milner Simmons, eat:Festivals - Why town centre events are good for business, regeneration and PR
14.10-14.30	Lisa Thomas, Visit Flanders - Promoting Flanders and The Great War Centenary
14.30-14.50	Will Glendinning - The Facts of Live - how live events are conceived, procured and produced to create the greatest value and impact
14.50-15.10	Ian Miller, Crafted - The need for speed: How streamlining the digital user journey increases your bottom line
15.10-15.30	Andy Mallinson, Stackla - Curate don't create, let your visitors tell your story
<i>15.30-15.50</i>	<i>Tea, Coffee, Biscuits</i>
15.50-16.10	Emma Tatlow - Mayflower 400 and US Connections; developing product for international visitors
16.10-16.30	Clare Bushby and Pete Stevens, Clockwork Marketing - Generating destination income from experiences
16.30-16.40	Lynsey Bell, Simpleview - An introduction to Simpleview and how to benefit from industry specific best practice insights
16.40-17.10	Kurt Janson, The Tourism Alliance - Experiences - packages, the law, insurance and other tourism issues
17.10-17.20	Q and A and closing statements
17.20	Close

*Note this programme (as at 20/5) may be subject to change