

CIM South West Tourism Conference 2016
Friday 4 November 2016
Leigh Court, Abbots Leigh, Bristol BS8 3RA

PROGRAMME

09.00 – 10.00

Registration, coffee and networking

10.00 – 10.15

Welcome

Brian Doidge, Chair CIM South West Regional Board and Martin Williams, CIM South West Tourism Ambassador

10.15 – 11.00

Deep and meaningful

Tony Berry, Visitor Experience Director, National Trust

The runaway success of the National Trust over the last ten years has been built on visitor enjoyment. But the expectations of our audiences are changing rapidly. Over the next few years, we'll need to go beyond great days out, to create more emotional connection and deeper engagement. Drawing on the Trust's insight and experiments, Tony will explore how attractions need to change over the next few years to attract audiences who are looking for more personal and meaningful experiences.

11.00 – 11.45

Time to get mad about branding

Gary Moss, Chairman, Brand Vista

We have been told for years that advertising can solve all our commercial needs, especially in leisure. Some say that this is no longer the case but it never has been. Massive changes in technology and consumer attitudes have accentuated the fact that Customer Experience builds brands. Building attraction or destination brands requires alignment to a vision and the passion to overcome the diverse interests of stakeholders to deliver a compelling experience through the key touchpoints. But don't think improvement is enough to succeed, leisure brands need to deliver the basics brilliantly and amplify their brands at the points of greatest return to really make a difference.

11.45 – 12.00

Coffee break

12.00 – 12.45

Gloucester Services

Danny Martin, Head of Brand & Communications and Nicola Wildin, Local Food Sourcing Manager, Gloucester Services (Westmorland Ltd)

12.45 – 13.45

Lunch

13.45 – 14.30

My crown is called content – the importance of the destination narrative

Kathryn Davis, Head of Tourism, Destination Bristol

Kathryn will explore the evolution of destination marketing; why we tend to follow our own path and how partnerships are critical. In this climate of changes in funding structures and changing consumer habits, Kathryn will explain the importance of collaboration, why sharing information is healthy and that ultimately we're all in this together.

14.30 – 15.15

The power of psychographics

Andrew McIntyre, Director, Morris Hargreaves McIntyre

Psychographic segmentation offers us new ways to build our audiences and our brands. Deeper than demographics, it replaces transactional marketing with powerful emotional connections -everyone is building CRM systems - this puts the 'R' in CRM.

15.15 – 15.30

Tea break

15.30 – 16.15

Speaker TBA

16.15 – 17.00

Restaurants are not about food and wine...

Luke Bishop, Managing Director, Polpo Ltd

People are the key to running a successful restaurant, the immediate focus is always the food and wine, but it's the people that create culture, ambience and that sense of "je ne sais quoi" every great restaurant has.

As Polpo grows the biggest challenge we face is recruiting, training and retaining staff.

17.00

Close