

South West Tourism Conference 2016

04 November 2016 | 09:00 | Bristol

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.

Gary Moss from Brand Vista, customer experience alignment experts, will discuss why 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.

11.45 – 12.00

Coffee break

12.00 – 12.45

Gloucester Services - it's the Journey not the Destination

Danny Martin, Group Head of Brand and Communications, The Westmorland Family and Nicola Wildin, Local Food Sourcing Manager, Gloucester Services

Completely unique amongst the motorway network and challenging the norm, Gloucester Services located on the M5 is dedicated to local food, farming and the surrounding community. Instead of the commonly expected franchises and fast food outlets at Gloucester you will find a farm shop stocked with locally produced food, a butchery featuring Gloucestershire's finest meat, a kitchen serving homemade dishes created from locally-sourced produce every day.

The services has two main aims; to make local, quality food accessible and affordable to everyone on the move and inject vital investment back into the surrounding community. Working with over 150 local producers within 30 miles of the services and 70 producers from across the South West, the services have helped to sustain and help grow small, artisan producers in Gloucestershire.

Danny and Nicky will talk about how The Westmorland Family do business and how they connect with their 10 million customers who pass through the services every year.

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 McIntrye, Director, Morris Hargreaves McIntyre

Andrew McIntrye, from cultural strategy and research agency Morris Hargreaves McIntyre, will explain how psychographic segmentation can offer 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 - psychographics puts the 'R' in CRM.

15.15 – 15.30

Tea break

15.30 – 16.15

Restaurants are not about food and wine...

Luke Bishop, Managing Director, Polpo Ltd

People are the key to running a successful restaurant says Luke Bishop, MD of award winning Italian b caro restaurants, Polpo. Luke will explore why the immediate focus is always the food and wine, but actually, 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 it faces is recruiting, training and retaining staff. Polpo's latest restaurant has recently opened on Whiteladies Road in Bristol.

16.15 – 16.30

Open floor, questions to the panel.

Chaired by Martin Williams

16.30

Close

SPEAKER BIOGRAPHIES

Brian Doidge, Chair CIM South West Regional Board

Brian is a director, consultant, coach/mentor and academic, who is passionate about supporting fellow professionals to achieve their potential. A current member of the CIM Global Delivery Framework, he has a professional background that sees him working with three of the South West's Universities and two Further Education Colleges, as well as running his own company. He has also held a number of challenging posts within some of the World's largest and most well-known organisations, including Archer Daniel Midland, Unilever and Walmart, where his various contribution and achievements have been recognised by a number of awards, including an Outstanding Contribution Award from The Chartered Management Institute.

Martin Williams, CIM South West Tourism Ambassador

Martin Williams is a business coach with Oxford Innovation. Previously, Martin was a partner in marketing consultancy The Happy Seven and he was the sales and marketing director at both the Eden Project and LEGOLAND Windsor. After gaining his Masters degree in marketing, he began his career in bookselling with Bertelsmann, then held several roles at the LEGO Company across toys and software, in the UK and internationally. Martin is the CIM tourism ambassador for the South West and chairs the CIM team in Cornwall.

Tony Berry, Visitor Experience Director, National Trust

Tony Berry has been with the National Trust since the early 1990s, working regionally and nationally in PR, marketing, commercial development and learning. As visitor experience director, he's now responsible for the strategic direction of the Trust's visitor-facing operations. Tony's been closely involved in some of the Trust's most original and eyebrow-raising projects – including the

acquisition and opening of Sir Paul McCartney's childhood home, creating the award-winning visitor experience at the Back to Backs in Birmingham and - more recently - the experiences strategy that is transforming the way the Trust presents its properties.

Gary Moss, Chairman, Brand Vista

Gary's main love and interest is the leisure industry. He started working in the sector in 1990 with Alton Towers and has helped direct the evolution of the brand for the last 26 years. Gary's leisure branding experience is not confined to Merlin. He has also worked with Chatsworth, Blenheim Palace, The Imperial War Museum, ZSL and Bristol Zoo. Gary has also worked with destination brands such as Blackpool, Newcastle and Chester and has helped develop the brand strategy for Visit England prior to the Olympics.

Gary is a trustee of the National Science Museum and speaks regularly at conferences.

Danny Martin, Group Head of Brand & Communications – The Westmorland Family

Having worked in marketing at a senior level for the last 10 years, Danny delivered Booths Supermarkets first ever Christmas book and award winning loyalty card. He also oversaw the introduction of a new brand identity at Booths and rolled out the supermarkets first serious range of private label products. Working in various marketing roles in luxury food and earlier in the leisure sector has given Danny a unique set of skills for both traditional marketing and multi-channel allowing Danny to work cross-functionally and lead exceptional teams to deliver outstanding results. Now Danny is leading the Brand and Communications team for The Westmorland Family, owner of the multi-award winning Gloucester services on the M5 and Tebay Services on the M6 which has set the bar for other MSO's to aspire to!

Nicola Wildin, Local Food Sourcing Manager, Gloucester Services (Westmorland Ltd)

Nicola Wildin is Local Food Sourcing Manager at Gloucester Services. Her role is to seek out the best producers in the local area and to form long term relationships with them. Gloucester Service's producers and suppliers demonstrate provenance and favour traditional methods of production. As the business has developed Nicola and her team have cemented the role of their producers as key figures within the business family by working with them in a variety of mutually beneficial ways.

Kathryn Davis, Head of Tourism, Destination Bristol

Kathryn has been working in tourism, hospitality and leisure for over 20 years in a wide range of marketing, sales and event management roles.

The last sixteen years have been as part of the Destination Bristol team working across a wide range of projects. This has included developing digital marketing back in 2004 and evolving smart use of technology to deliver multiple and

complex solutions with challenging resources. Kathryn now manages the tourism team at destination Bristol, including consumer, trade and industry marketing; commercial development; sales and relationship management for MICE and travel trade and engagement with partners and strategic bodies, leading a small but passionate and dedicated team of professionals to maximise the benefits of the visitor economy in Bristol and its surrounds.

Andrew McIntyre, Director, Morris Hargreaves McIntyre

Andrew McIntyre is a founder of Morris Hargreaves McIntyre, a leading audience insight and strategy consultancy. Andrew works with forward thinking heritage, arts and cultural tourism clients in the UK and internationally.

He's one of the architects of Culture Segments, the psychographic system that's replacing old-fashioned demographics and behaviour with powerful, insightful segments based on deep-seated cultural values and beliefs. Culture Segments has been widely adopted in the UK, USA, New Zealand, Australia and is available in 15 countries. Andrew is a popular speaker and trainer, giving delegates the inspiration, the skills and the tools to build rich, rewarding audience relationships.

Luke Bishop, Managing Director, Polpo Ltd

Luke Bishop started his career as a waiter at Rick Stein's Seafood Restaurant in Padstow for several summers whilst home from University. He continued to work in several restaurants in Sydney including the renown, Bel Mondo and XO for Neil Perry from 2002-2004. Luke then joined what was then the Conran Group in 2004 as restaurant manager at Bluebird, then Zuma and as general manager for John Torode at Smiths of Smithfield & The Luxe. In 2010, Luke joined Russell Norman at Polpo, a *bàcaro* (a Venetian word to describe a humble restaurant serving simple food and wine) a year after its opening. Since then they have opened a further 12 restaurants and have received the Michelin Guide's Bib Gourmand for the last six consecutive years. Their most recent new restaurant is on Bristol's Whiteladies Road.

JOINING INSTRUCTIONS

CIM South West Tourism Conference 2016

04 November 2016, 9.00 – 16.30

Leigh Court, Abbots Leigh, Bristol, BS8 3RA

VENUE

Leigh Court is situated just outside Bristol city within easy access to both the M5 and M4, <http://www.leighcourt.co.uk>

TRAVEL

By road

For SATNAV users the postcode is BS8 3RA

From Clifton Suspension Bridge

From Clifton, follow signs for Clifton Suspension Bridge (toll). Over bridge, at first set of traffic lights (junction with Rownham Hill) turn right onto A369 towards M5 motorway.

At next set of lights (junction with Beggar Bush Lane) go straight across, still towards motorway.

Enter outskirts of Abbots Leigh; continue past The George Inn on left, caution as the road narrows.

As road bends, prepare to turn right into the drive leading to Leigh Court.

Continue along driveway passing Brackenwood Nurseries on right and Freeways Day Centre on left. The road sweeps into a one-way system and leads to main house. Please follow signs to the car park.

From M5 Motorway, Junction 19 (Gordano Services)

Take A369, following signs for Easton – in – Gordano and Clifton. Pass the Rudgeleigh Inn on your left.

Follow the road past the petrol station on your right.

Enter outskirts of Abbots Leigh, passing signpost on your left for Ham Green/Pill. Continue along A369, down the hill; prepare to turn left into the drive leading to Leigh Court. Continue along the drive passing Brackenwood Nurseries on right and Freeway Day Centre on the left. The road sweeps to the right into a one-way system that leads to the main house. Please follow signs for the car park.

By rail

Bristol Temple Meads train station is six miles away, the journey may take 30 minutes by car / taxi depending upon traffic.

By air

Bristol Airport is located 9 miles away, approximately a twenty-minute journey by car / taxi.

ACCESSIBILITY AND CATERING

Please advise the events team cim.events@cim.co.uk of any special assistance or dietary requirements you may require, so we can ensure your day is enjoyable and stress free.