



THE ASSOCIATION OF SCOTLAND'S SELF-CATERERS

## Self-Catering, Naturally!

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Tuesday 6<sup>th</sup> November 2012

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Macdonald Aviemore Resort  
Aviemore, Inverness-shire PH22 1PN

EVENT SUPPORTED BY:



For up-to-date information visit – [www.assc.co.uk](http://www.assc.co.uk)

# CONFERENCE PROGRAMME

## Monday 5<sup>th</sup> November 2012

From 9pm

An opportunity to network with friends and colleagues the evening before -  
(The Library)

## Tuesday 6<sup>th</sup> November 2012

### ALL SESSIONS WILL BE FACILITATED BY:

Matthew Haggis, Vice-Chairman ASSC and Facilitator & Coach at the Creative Exchange

**LOCATION:** Osprey Arena

9.30am – 11am

**Registration, Refreshments & Exhibition Viewing**

10am – 10.50am

**ANNUAL GENERAL MEETING**

11am – 12.30pm

#### WELCOME ADDRESS

- David Smythe, Chairman of ASSC

#### HEADLINE SPEAKER

#### HOW TO FLOURISH IN 2013 –THE YEAR OF NATURAL SCOTLAND

- Riddell Graham, Director of Partnerships, VisitScotland

#### WILD SCOTLAND

#### HELPING YOUR GUESTS GO WILD ABOUT WILDLIFE

- Sally Dowden, Owner, Speyside

#### SESSION ROUND-UP

- Keith McDermott, Founder & Managing Partner, Brilliant Red Consulting

12.30pm – 2pm

**Lunch & Exhibition Viewing**

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2pm – 3pm	<p><b>WHY WOULD I STAY WITH YOU, IF I'M GOING WALKING... CLIMBING... FISHING... BIRDING...?</b></p> <ul style="list-style-type: none"> <li>• Broadcaster, journalist and outdoors enthusiast <b>Muriel Gray</b> talks to us about the good, the bad, and the beautiful about outdoor holidaymakers, and what they might need, expect and find when they come indoors</li> <li>• Keith McDermott, Founder &amp; Managing Partner, Brilliant Red</li> </ul> <p><b>QUESTIONS &amp; ANSWERS</b></p> <ul style="list-style-type: none"> <li>• Matthew Haggis, Vice-Chairman ASSC and Facilitator &amp; Coach at the Creative Exchange</li> </ul>
3pm – 3.30pm	<p><b>Refreshment Break &amp; Exhibition Viewing</b></p>
3.30pm– 4.30pm	<p><b>FANS AND FOLLOWERS TO CUSTOMERS: THE SUCCESS STORIES OF SOCIAL MEDIA</b></p> <ul style="list-style-type: none"> <li>• Joel Lumsden, SEO / Organic Marketing Consultant, Attacat Ltd</li> <li>• Practical examples from self-caterers</li> <li>• Keith McDermott, Founder &amp; Managing Partner, Brilliant Red Consulting</li> </ul> <p><b>SESSION ROUND-UP</b></p> <ul style="list-style-type: none"> <li>• Matthew Haggis, Vice-Chairman ASSC and Facilitator &amp; Coach at the Creative Exchange</li> </ul>
4.30pm – 5.30pm	<p><b>EXPERT FORUM / QUESTIONS &amp; ANSWERS</b></p> <ul style="list-style-type: none"> <li>• With experts from SuperControl and HomeAway</li> <li>• Keith McDermott, Brilliant Red Consulting</li> </ul> <p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• David Smythe, Chairman of ASSC</li> </ul>

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## SPEAKER PROFILES

### Muriel Gray - Author, Broadcaster and Businesswoman.



Muriel Gray was born in East Kilbride, the daughter of a merchant seaman. Educated at the Glasgow School of Art, she went on to become Assistant Head of Design in the National Museum of Antiquities in Edinburgh. She also followed a secondary career as a member of the rock group *The Von Trapp Family* and it was this which led to her appearing as a presenter on the Channel 4 television series *The Tube* (1982). With her trademark bleached hair, sharp wit and opinionated comment, she became familiar as the *post-punk* presenter of a range of television programmes, including *The Media Show* (1987-9). Muriel started her own television production company, *Gallus Besom* in 1989, and this was responsible for her shows *Art is dead*, *Long Live TV* (1991) which engendered a popularist view of modern art and *The Munro Show* (1991)

which saw her climbing the mountains of Scotland. Her company *Ideal World* is now the biggest TV production company in Scotland. Known for her strongly held views, Muriel writes regularly for various newspapers and became the first female Rector of the University of Edinburgh (1988-91).

By the late 1990s, she had re-invented herself as a mother and successful horror-writer, with books including *The Tickster* (1995), *Furnace* (1997) and *The Ancient* (2001).

### Riddell Graham - Director of Partnerships, VisitScotland



Riddell is responsible for managing VisitScotland's partnership activity across a wide range of external partners and stakeholders (local authorities, destination organisations, industry groups and individual tourism businesses) at national, regional and local level. His team is responsible for the direct delivery of the VisitScotland's Quality Assurance schemes, the provision of advice and commercial marketing opportunities to businesses, the coordination of all partnership communications and the promotion of sustainable tourism.

He has a BSc in Ecological Science from Edinburgh University and an HND in Business Studies. His early career working for Borders Regional Council moved between project officer posts in public transport and countryside access within the Council's Planning and Economic development department. He started working in tourism on 1979 as assistant tourist officer with Borders Council and then through the ranks and a host of related jobs to Chief Executive of Scottish Borders Tourist Board, a post he held from 1996 to 2005. He has been a Director with VisitScotland since 2005 in three different roles, first as Director of Strategic Partnerships and Communications then more recently as Director of Strategic Partnerships and to his current role, Director of Partnerships which he took up in June 2010. He was captain of a local Boys Brigade Company for 25 years, a position he relinquished in early 2008 and enjoys walking, cycling and watching rugby.

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## Matthew Haggis BSc MBA FRSA



Matthew has been facilitating diverse groups to learn and work together for more than twenty years. He has particular interests in organisational development linking team and whole systems approaches with individual coaching, and for developing capacities for transformation in a futures context.

Matthew's background is in business development and leadership education, working with major commercial, public and non-profit organisations. He is Chair of Edinburgh's OneCity Trust, a Fellow of the RSA, a Board member of CSV Scotland, and Vice Chairman of the Association of Scotland's Self-Caterers. He holds an MBA from the University of Edinburgh and the CIPD Advanced Certificate in Coaching & Mentoring, and is currently studying a Postgraduate Diploma in Counselling with the University of Edinburgh,

Before he set up Creative Exchange with Dee Hennessy, he spent seven years as Programme Director with Common Purpose, the international independent civic education programme for emerging leaders from all sectors. Planning, delivering and facilitating the Edinburgh programme saw him working directly with senior decision makers, organisations and strategic issues across the private, public, voluntary and community sectors.

Prior to joining Common Purpose, his career included business consultancy, leisure management and scientific publishing.

Matthew lives in Edinburgh's New Town with his partner, Alison. He likes the concept of being a Weaving Wizard.

## Keith McDermott, BA(hons), MBA, MCIM,MMII



Keith is the founding partner in QMcD Management Consultants, now known as Brilliant Red Consulting - a consultancy practise specialising in business development. Having worked throughout the UK & North America in the FMCG, Pharmaceutical, and Airline sectors, Keith has spent the past 10 years working with small to medium sized enterprises.

Much of his time is spent in the training arena where his company has written a number of award winning company development programmes in both Marketing and Strategic Planning.

## Sally Dowden: Speyside Wildlife



Sally has owned Speyside Wildlife, a wildlife tour operating company based in the Cairngorms National Park, for more than 20 years. Her team of 20 professional guides and staff, offer wildlife experiences to suit all guests, from day and evening activities locally, through to fully-inclusive holidays in Scotland and around the world. Sally has been involved with Wild Scotland since its inception in 2004, stepping down as Vice Chair last year. She has also been actively involved with the development of the Cairngorms Business Partnership, from being a director of the original Cairngorms Chamber of Commerce, through to being a founder director of this new pan-Cairngorms organisation.

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### **Joel Lumsden – Attacat Ltd.**



Joel heads up the SEO and organic marketing team at Attacat, the lovely Edinburgh-based online marketing guys. He worked his way back to Scotland, the land of his father, through a number of positions in internet marketing, picking up a wide range of experience and knowledge in paid-search, Analytics, linkbuilding, social media and more. He loves to chat about web marketing so feel free to pester and call him names on Twitter @attacat\_joel.

### **David Smythe – Cloag Farm Holiday Cottages and ASSC Chairman**



David studied Agriculture at Aberdeen University and Wye College and runs Cloag Farm just outside Methven, between Perth and Crieff.

In 1988 he converted three run-down cottages into a family-run self-catering business, Cloag Farm Cottages, which has provided useful diversified income. He was increasingly frustrated that the tourism industry seemed to be completely focussed on Hotels and Bed and Breakfasts, so joined the Association of Scotland's Self-Caterers (ASSC) because he felt that self-catering had lots to say, but was not saying it loudly enough. He has been Chair of ASSC for some years and has seen membership grow to over 600, so self-catering now has a voice where it needs to be heard. David is current Chair of the Perthshire Tourism

Partnership and is enjoying the challenges ahead there as tourism plays a significant role in the local economy, and it is important to stay ahead of the game.

Away from tourism, David enjoys curling with Methven Curling Club in the winter, and is a very keen arts supporter occasionally reviewing for Bachtrack.

### **Susan McNaughton - Director of Sandcastle Holidays (Scotland) Ltd.**



Susan owns two holiday properties: Sandcastle Cottage in Crail (since 1992) and Craigwell Cottage in Edinburgh (since 2007). Having operated one holiday home while working full-time, Susan took a career break from corporate life in 2002 and has never looked back. She got out of stockbroking in the late 1980's and out of global banking in the early 2000's - so look out for her exit from holiday home management! Having managed properties for other owners, Susan now has an additional business offering social media management to festivals and events.

### **Maggie Picken - St Andrews Coach Houses**



Maggie Picken is a relative newcomer to tourism having started her business at St Andrews Coach Houses in 2008. Prior to that she was a lawyer for over 20 years. She is passionate about giving her guests a great customer experience and is delighted that her guests reviews have kept St Andrews Coach Houses at number one in their category on Trip Advisor over the last few years with over 150 reviews that are all five star.

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## EXHIBITOR PROFILES

### J.L. Morris(Insurance Brokers) Ltd.



Established 41 years ago, with 25 years experience in the self catering sector, J L Morris (Insurance Brokers) Limited remains in family ownership and under the control of David J Morris, ACII, Chartered Insurance Broker.

David's personal involvement ensures high client satisfaction.

**CONTACT:**

David Morris  
Manor House  
1 Macaulay Road  
Broadstone  
BH18 8AS

Tel: 01202 642840  
Fax: 01202 658815  
E-mail: [info@jlmorris.co.uk](mailto:info@jlmorris.co.uk)  
Web: [www.selfcateringinsurance.co.uk](http://www.selfcateringinsurance.co.uk)

### Pavey Group



Pavey Group, Leisuresure Division, operate COTTAGESURE, a nationally established, competitively priced policy for holiday cottage businesses. Wide cover includes Buildings/Contents/Loss of Income/Re-housing Costs/Employers/Public Liability. Discounted premiums available for quality home insurance creating seamless division between business/private risks. 10% first year discount for ASSC members.

**CONTACT:**

Michael Pavey  
Minerva House  
Orchard Way  
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Tel: 01803 652222  
Fax: 01803 652110  
Email: [michael.pavey@paveygroup.co.uk](mailto:michael.pavey@paveygroup.co.uk)  
Web: [www.holidayhomesure.co.uk](http://www.holidayhomesure.co.uk)

### First Data



First Data Merchant Solutions is an expert in the payments business dedicated to driving customer success by making card transactions secure, fast and easy for merchants. We provide payment processing services to over 6 million merchant locations worldwide and leverage our extensive product portfolio and expertise to deliver solutions that drive customer revenue and profitability.

**CONTACT:**

Michael Livingston  
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Graphic and web design agency based in Inverness & Skye providing branding, responsive websites and print materials for a wide range of clients in the Highlands & Islands including many luxury self catering properties, such as Blue Reef Cottages, Eagle Brae, Aird Farm and Lodges at the Mains.

**CONTACT:**

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Web: [www.pelican-design.com](http://www.pelican-design.com)

## Cottage Holiday Group



A family run self-catering agency with over 20 years experience are expanding into Scotland and are pleased to work alongside owners to maximise their rental income. For further details or owners' information pack please contact David Hogarth.

**CONTACTS:**

David Hogarth  
2 Lonsdale Street  
Cumbria  
CA1 1D

Tel: 07702488495  
Email: [info@lakescottageholiday.co.uk](mailto:info@lakescottageholiday.co.uk)  
Web: [www.cottageholidaygroup.co.uk](http://www.cottageholidaygroup.co.uk)

## Wolters Reisen TUI



TUI Ferienhaus is your perfect partner for marketing your rental property - whether it's a villa, house or apartment. Your holiday property will be in good hands with us: our optimum marketing strategies, years of experience and active management of supply make us the perfect partners. We can come up with the right deal for you too.

**CONTACT:**

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Web: [www.tui-ferienhaus.de](http://www.tui-ferienhaus.de)

## Away without the Kids/Away With the Kids



Away without the kids website provides a diverse range of accommodation for Grown-up Getaways. Featuring luxury boutique hotels, sumptuous spa resorts, elegant country hotels, stylish holiday homes and idyllic glamping destinations; for that perfect break without kids in tow.

**CONTACT:**

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Tel: 0161 431 0879  
Email: [joanne@awaywiththekids.co.uk](mailto:joanne@awaywiththekids.co.uk)  
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## Love to Escape.com



Love to Escape are one of the UK's fastest growing holiday accommodation and attraction websites, with over 2.5 million visitors per annum. Their Scottish based company originally focused on accommodation in Central Scotland, the Highlands and Cumbria. They have expanded to cover the UK, Ireland, France and across 40+ countries worldwide.

### CONTACT:

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Tel: 01786 871246  
Email: [contact@lovetoescape.com](mailto:contact@lovetoescape.com)  
Web: [www.lovetoescape.com](http://www.lovetoescape.com)

## We Welcome Dogs



We Welcome Dogs is Scotland's Dog Friendly Guide. In the form of a website and app it features cottages, self-catering, hotels, pubs, vets and much more. It is the one stop shop for dog owners making it easier for them to get out and about with their pooch!

### CONTACT:

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Web: [www.wewelcomedogs.co.uk](http://www.wewelcomedogs.co.uk)

## Independent Cottages



Independent Cottages is a website dedicated to holiday home owners in the UK wishing to market their self-catering properties independently. We specialise in promoting self-catering holiday accommodation throughout the UK and Ireland. From farm cottages to luxury apartments, we provide a cost effective online advertising resource available worldwide.

### CONTACT:

Sarah Jarvis  
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Web: [www.independentcottages.co.uk](http://www.independentcottages.co.uk)

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## Scottish Country Sports Tourism Group



The SCSTG was established in 2004 to look at the potential to develop country sports tourism in Scotland. Our website is the national web portal for shooting, stalking/hunting and fishing in Scotland. Search through over 200 providers offering all country sports in Scotland, together with sporting agents and accommodation providers.

**CONTACT:**

Victoria brooks  
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Email: [victoria.brooks@cstgscotland.com](mailto:victoria.brooks@cstgscotland.com)  
Web: [www.countrysportscotland.com](http://www.countrysportscotland.com)

## Fou Furnishings



Specialist luxury organic bed and bath linens for hospitality providers large and small. Certified to the Global Organic Textile Standard (GOTS) by the UK Soil Association, giving reassurance on the product quality, provenance and eco-friendliness. All our linens are all tested for performance to ensure the very best organic linens.

**CONTACT:**

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Glasgow G76 9AL

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Email: [stephanie@foufurnishings.com](mailto:stephanie@foufurnishings.com)  
Web: [www.foufurnishings.com](http://www.foufurnishings.com)

## White Cloud



White Cloud brings superior wool and cashmere duvets, pillows and underblankets to hospitality providers looking to enhance their customer's experience with excellent eco credentials and the only wool products certified by the Asthma Council. From pillow menus up to the complete sleep system visit us and find out more!

**CONTACT:**

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Supercontrol



SuperControl is a simple and secure online booking system designed by self-caterers for self-caterers. Management and marketing tools help you achieve higher occupancy and save you valuable time, including automatic updates to your availability calendar on over 40 websites. Our experienced support team are on hand to help as you take your business forward.

### CONTACT:

Shani Asbridge  
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Telephone: 0845 505 7300  
Email: [sales@supercontrol.co.uk](mailto:sales@supercontrol.co.uk)  
Web: [www.supercontrol.co.uk](http://www.supercontrol.co.uk)

Homeaway



HomeAway.co.uk is the UK's number one holiday rentals website, connecting private home owners and property managers with holidaymakers around the world. HomeAway.co.uk is part of the HomeAway group which operates the largest holiday rentals marketplace in the world with 19 sites including market leading sites in the UK, USA, France, Germany and Spain.

### CONTACT:

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Web: [www.homeaway.co.uk](http://www.homeaway.co.uk)

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iknow-uk



iknow-uk is the UK's leading online accommodation directory, representing over 10,000 self catering properties and generating over £15 million in booking in the last 12 months. Join iknow-uk today and you'll get a full advert, exposure to 4 million visitors a year and additional marketing support to boost your bookings!

### CONTACT:

Sam Brown

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Web: [www.iknow-uk.com](http://www.iknow-uk.com)

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