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| **ASSC_logo_print** **main_assc_logo** |
| **Annual Conference 2015****Committed to Excellence****Tuesday 10th November 2015****Hilton Glasgow Hotel, 1 William Street, Glasgow G3 8HT** |  |

**OUTLINE PROGRAMME**

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| **Monday 9th November 2015** **From 9pm:** An opportunity to network with friends and colleagues the evening before* **Location within Glasgow Hilton Hotel:** TBC
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| **Tuesday 10th November 2015** **ALL SESSIONS WILL BE FACILITATED BY:****Willie Cameron****Director of Visit Loch Ness; Director of Highlands & Islands Tourism Awards and** **Founding Director of The Cobbs Group** |
| **9.30am – 11am** | **Registration, Refreshments & Exhibition Viewing**  |
| **10am – 10.50am**  | **Annual General Meeting** (for ASSC members only) |
| **11am – 11.45am**  | **Welcome Address** * David Smythe, Chairman, ASSC

**Exceeding Expectations*** Nick Nairn, Celebrity Chef, Nick Nairn Enterprises

**SESSION ROUND-UP with Q&A - Willie Cameron**  |
| **11.45am – 12.30pm**  | **Marketing Scotland: The Next Chapter 2016*** Charlie Smith, Marketing Director, VisitScotland

**SESSION ROUND-UP with Q&A**  |
| **12.30pm – 1.45pm**  | **Lunch & Exhibition Viewing**  |
| **1.45pm – 3pm**  | **What’s New to Service Provision?** * **Find Your Place in Social Media:** Ali Campbell, Marketing, Association of Scotland’s Self-Caterers
* **Right Message, Right Time: Excellence in the Online Customer Journey:** Joel Lumsden, Head of SEO / Organic Marketing, Attacat Ltd
* **It Was So Much Better Than I Thought It Would Be:** Paul Saunders, Paul Saunders Media
* **Economic impact of holiday rentals in Spain:** Pablo Zubicaray, Presidente, Fevitur (Spanish Holiday Home Trade Association)
* **Homelands - A Break By the Sea with Access for All:** David Paton, Development Coordinator, Homelands Trust Fife

**SESSION ROUND-UP with Q&A - Willie Cameron** |
| **3pm – 3.30pm**  | **Refreshment Break & Exhibition Viewing**  |
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| **3.30pm – 4pm**  | **Expending Horizons and Innovation** * Cathy Craig, Commercial Director of Abellio Scotrail

**SESSION ROUND-UP with Q&A - Willie Cameron** |
| **4pm – 4.30pm**  | **Question Time: Your Questions Answered with Our Expert Panel** **Chaired by:** Willie Cameron* David Smythe, Chairman ASSC
* Fiona Campbell, Chief Executive, ASSC
* Nick Nairn, Celebrity Chef, Nick Nairn Enterprises
* Cathy Craig, Commercial Director, Abellio Scotrail
* Charlie Smith, Marketing Director, VisitScotland
* Marc Crothall, Chief Executive, Scottish Tourism Alliance
* Pablo Zubicaray, President, Fevitur
* Martin Sansone, Chief Executive, MyRentals Ltd

**Closing Remarks** * Fiona Campbell, Chief Executive, ASSC
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