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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 |