



ASSC

The Association of Scotland's Self-Caterers

ANNUAL CONFERENCE 2016



Collaboration & Connectivity

Tuesday 8th November 2016

Hilton Glasgow Hotel, 1 William Street, Glasgow G3 8HT

OUTLINE PROGRAMME

Monday 7th November 2016

From 9pm: An opportunity to network with friends, colleagues and industry representatives

Location: Connich Bar, Glasgow Hilton Hotel

Drinks Reception Sponsored By



Tuesday 8th November 2016

Our Host will be 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

Lord John Thurso, Chairman, VisitScotland

Connecting 2020

Marc Crothall, Chief Executive, Scottish Tourism Alliance

Session Round-Up with Q&A – Willie Cameron

11.45am – 12.15pm

Inclusive Tourism

Chris McCoy MBE, Equality Diversity Manager & Head of Accessible Tourism Programme Project, VisitScotland

Moira Henderson, Joint Owner The Ring Farm (A Farm Diversification)

Session Round-Up with Q&A – Willie Cameron

12.15pm – 1.30pm

Lunch & Exhibition Viewing

1.30pm – 2pm

Connecting People

Robin Worsnop, Chief Executive & Founder, Rabbie's

Session Round-Up with Q&A – Willie Cameron

2pm – 3pm

Industry Updates – **What You Need To Know....**

The Business Rates 2017 Revaluation – What You Need To Know

Nick Chapman, Head of Valuation Service, Lothian Valuation Joint Board

Workplace Pensions – **What's It All About?**

Steve Torbet, Consultant, Davidson Asset Management Ltd

Tax Changes for Holiday Rental Businesses

Graeme Davidson, Partner, EQ Accountants LLP

Get Off The Road!

Martin Sansone, Operations Director & Lead Developer, MyRentals

Session Round-Up with Q&A – Willie Cameron

David Smythe, Chairman, ASSC

Les Robinson, ASSC Executive Committee

Carlos Villaro Lassen, Secretary General, European Holiday Home Association

Key sponsor on Q&A panel

3pm – 3.30pm

Refreshment Break & Exhibition Viewing

3.30pm – 4pm

Connecting with Customers & Guests

Switch On To The Benefits Of Booking Portals

Robert Kennedy, Development Director, SuperControl

How to Influence Guests Without Their Knowing

Rick Bond, Director, My Favourite Holiday Cottages

Session Round-Up with Q&A – Willie Cameron

4pm – 4.45pm

Everything You Ever Wanted to Know About Search Engine Optimisation (SEO) But Were Too Afraid To Ask

Stephen Whitelaw, Digital Marketing Consultant, Social Media Evangelist and Technology Public Speaker, Orthic Consulting

Session Round-Up with Q&A – Willie Cameron

4.45pm

Closing Remarks

Fiona Campbell, Chief Executive, ASSC