



# Annual Conference 2018

## The Business of Self-Catering

Tuesday 30th October 2018; Hilton Glasgow

# CONFERENCE PROGRAMME

#ASSC2018

8.00am - 9:15am Registration, Refreshments & Exhibition Viewing

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**Event Host** Our host will be **Willie Cameron**  
Director of Visit Loch Ness; Director of Highlands & Islands Tourism Awards  
and Founding Director of The Cobbs Group


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9:15am - 9:25am Opening of Conference

**Welcome Address**  
David Smythe, Chairman, ASSC

Session Round-Up with Q&A – Willie Cameron

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9:25am - 10:25am **Celebrity Service**  
**(Discover the Gap In Your Service You Never Knew Existed)**  
Session sponsored by  Introduction by Robert Kennedy, Product Director, SuperControl  
Geoff Ramm, Speaker & Author, Geofframm.com | Creator of Celebrity Service  
and OMG Marketing

Session Round-Up with Q&A – Willie Cameron

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10:25am - 10:55am Refreshments and Exhibition Viewing

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10:55am - 11:40am **The "Future of the Web"**  
Stephen Whitelaw, Managing Director, Orthic Consulting

Session Round-Up with Q&A – Willie Cameron

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11:40am - 11:45am Transition to breakout sessions – Auditorium | Riverside

11:45am - 12:15am

Session sponsored by



**Breakout Session No 1a** [Ballroom 2 & 3]

**The Usage of Real Time Data to Improve Traveller Experience and Conversion**

James Cassidy, Senior Director, Partner Success EMEA, HomeAway UK Limited

Session Round-Up with Q&A - Willie Cameron

11:45am - 12:15pm

**Breakout Session No 1b** [Riverside Suite]

**The Importance of Quality Assessment & Accreditation in the Hospitality Industry**

Stephen Martin, Managing Director, International Serviced Apartment Accreditation Process (ISAAP)

Session Round-Up with Q&A - ASSC Board Member

12:15pm - 1:15pm

**Lunch & Exhibition Viewing**

1:15pm - 2:15pm

**Challenges & Opportunities Throughout the UK**

Session hosted and introduced by Linda Battison, Vice-Chair ASSC; Owner Cologin Country Chalets and Lodges (Oban); Director Oban & Lorn Tourism Alliance Ltd and Development Agent Argyll and the Isles Tourism Cooperative Ltd

Chris Greenwood, Senior Tourism Insight Manager, VisitScotland  
Alistair Handyside, Executive Chair, Professional Association of Self-Caterers  
Martin Sach, Chief Executive, The Holiday Home Association  
Peter Downey, Chairperson, Irish Self-Catering Federation  
John Donnelly, Chief Executive, Marketing Edinburgh Ltd  
Felicity Elphick, Board Member, Wales Association of Self-Catering Operators  
Fiona Campbell, Chief Executive, ASSC

Session Round-Up with Q&A – Willie Cameron

2:15pm - 2:20pm

**Transition to breakout sessions – Auditorium | Riverside**

2:20pm - 2:50pm

Session sponsored by



**Breakout Session No 2a** [Ballroom 2 & 3]

**How a Bit of Tech Can Go a Long Way in the Self-Catering Industry**

Julie Grieve, CEO and Founder, Criton

Session Round-Up with Q&A - Willie Cameron

2:20pm - 2:50pm

**Breakout Session No 2b** [Riverside Suite]

**Fire Safety in Self-Catering Properties – What You Need to Know**

Caroline Millar, Owner, The Hideaway Experience

Garry Marshall, Station Manager, Deputy Head of Fire Safety

Enforcement, Prevention & Protection, Scottish Fire & Rescue Service


Session Round-Up with Q&A - ASSC Board Member

2:50pm - 3:20pm

**Refreshments & Exhibition Viewing**

3:20pm - 3:50pm **Five Benefits of Marketing Your Authenticity and Sustainability for Self-Catering Businesses**  
Session sponsored by  Introduction by Andrea Nicholas, Managing Director, Green Tourism  
Xavier Font, Professor of Sustainability Marketing, University of Surrey  
Session Round-Up with Q&A – Willie Cameron

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3:50pm - 4:30pm **Around the World and Back to Scotland**  
Session sponsored by  Mark Beaumont, Athlete & Broadcaster, Representing Bruce Stevenson  
Session Round-Up with Q&A – Willie Cameron

4:30pm - 4:40pm **Closing Remarks**  
Fiona Campbell, Chief Executive, ASSC

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