





# Tourism and Regeneration

## Programme Day One

28<sup>th</sup> November 2006

### Key speakers day one:

- **Sir Howard Bernstein** joined Manchester City Council as Junior Clerk, rising to become the Council's Chief Executive in 1998. He is known for his business acumen; for forging partnerships with the City's key players; and for successfully attracting millions of pounds into the City. He played a key role in the regeneration of Hulme, the first area in the UK to attract City Challenge status, and subsequent area regeneration initiatives, most recently in East Manchester and in other major projects including The Bridgewater Hall, the Velodrome and the Arena, and the new International Convention Centre; the City of Manchester Stadium and SportCity Complex and City Art Gallery. 
- **Suzan Briggs** has worked on regeneration projects for organisations as diverse as national and regional tourist boards in the UK, regional development agencies, major and minor visitor attractions, hotels and destinations. Projects have included development and implementation of marketing strategies and campaigns, communications plans, brochure & web site development & analysis, facilitating brainstorming, "marriage guidance" between small and medium businesses and public sector organisations, promoting destinations such as Spitalfields & Brick Lane, multicultural marketing, promoting to groups and the travel trade, developing new ways of targeting VFR business, bringing different sectors like cultural industries and tourism together, developing marketing consortia and speaking at many events. 
- **Stephen Shaw** is Director of Transport Research and Consultancy (TRaC) and Senior Lecturer at the Cities Institute, London Metropolitan University. He has published a wide range of books and articles on sustainable urban tourism, cityscapes and migrant communities, mobility, social equity and public spaces. In his previous career, he worked for a number of London authorities as a chartered town planner, and chaired the urban tourism initiative 'Discover Islington'. 
- **Johanna Smith** is Regeneration Manager for Gateshead Council. She graduated with a BSc from Hull University in 1993 and Sheffield University with a DipLA MA in Landscape Architecture in 1995. Johanna worked as a Landscape Architect in both the public and private sectors on large scale regeneration schemes though out the north east. In 2002 she changed direction slightly becoming Regeneration Manager for Gateshead Council. In this role Johanna has been involved in the development, Project Management, Implementation and successful delivery of Gateshead's Regeneration Programme and Strategy. This has included the East Gateshead SRB (£30.6m), SRB6 "Gateshead a New Future" (£10.6m), Bridging NewcastleGateshead HMR Pathfinder (£20m - 2003-2006), Single Programme "Central Gateshead" (£8m - 2005-08), the Townscape Heritage Initiative, development of the Town Centre (working with Tescos and ONE North East), the future private sector development of Gateshead Quays '06, Baltic Business Quarter and the wider Gateshead Central Area. 

9.00 - 9.50 **Registration**

### SESSION ONE

9.50 - 10.00 **Introduction by Conference Chair**

**David Curtis-Brignell**, Chairman, The Tourism Society

10.00-10.30 **Keynote Address**

**Hugo Swire MP**, Shadow Secretary of State for Culture, Media and Sport

- The big picture

10.30 - 11.00 **Current Trends for Emerging Destinations**

**Susan Briggs**, Founder, The Tourism Network

- What are visitors really looking for?
- Attracting the right kind of visitor
- Avoiding the fish tank effect
- Creating destination change
- Examples from Notting Hill, BrickLane and Spitalfields

11.00 - 11.15 **Q & A Panel Session**

11.15 - 11.45 **Coffee, Networking & Exhibition**

### SESSION TWO

11.45 - 12.15 **Government Overview**

**Joan Humble MP**, Vice Chair, *Parliamentary Group on Tourism*

12.15 - 12.45 **Case Study - Manchester**

**Howard Bernstein**, Chief Executive, Manchester City Council

**Vicki Rosin**, Assistant Chief Executive, Manchester City Council

- Creating an urban brand
- The regeneration of East Manchester
- The role of the Commonwealth Games and its effect on tourism

12.45 - 1.00 **Q & A Panel Session**

# Using Events to promote

## Programme Day Two

29<sup>th</sup> November 2006

1.00 - 2.00 **Lunch, Networking & Exhibition**

### SESSION THREE

2.00 - 2.30 **The Development of Tourism to Regenerate Disadvantaged Urban Areas**

**Stephen Shaw**, Director of TRaC, Cities Institute

- Selecting, developing and showcasing neglected inner city streets
- Examining cities that are gateways to immigration, the streetscapes of 'ethnic quarters' become backdrops to leisure and tourism consumption
- Distributing the benefits evenly within the 'host community'
- Considering the challenge of how to broaden participation and accommodate to both visitors and local people at street level
- Case Studies: Toronto, Montreal, Vancouver and London

2.30 - 3.00 **Case Study - York Tourism Planning Inclusive & Sustainable Urban Regeneration**

**Dr John Forrester**, Stockholm Environment Institute, University of York

- Delivering inclusive and sustainable urban design in areas rich in built heritage
- Supporting practitioners who are working to deliver improvements to the public realm
- Using participatory mapping to include citizens' views on design in more direct way
- Capturing local knowledge and the preferences of affected social groups
- Using project partners - local authorities, RDAs, professional organisations and developers

3.00 - 3.15 **Q & A Panel Session**

3.15 - 3.30 **Coffee, Networking & Exhibition**

### SESSION FOUR

3.30 - 4.00 **The Impact of Regeneration on Tourism**

**Jon Ladd**, Chief Executive, British Urban Regeneration Association (BURA)

- The effects of sports on regeneration
- The role of regeneration

4.00 - 4.30 **Case Study Tourism, Regeneration and Branding**

**Johanna Smith**, Regeneration Team Leader, Gateshead Council

- The role of branding i.e. Angel of the North
- How regeneration has increased tourism in Gateshead

3.00 - 3.15 **Q & A Panel Session**

4.30 **Conclusion by Conference Chair**

9.00 - 9.50 **Registration**

### SESSION ONE

9.50 - 10.00 **Introduction by Conference Chair**

**Michael Hirst**, Chairman, *British Tourism Partnership*

10.00 - 10.30 **Keynote Address**

**Joanna Baker**, Director of Marketing and Public Affairs, Edinburgh International Festival

- Defining the job – know your mission and communicate it
- Connecting with communities – audiences of all kinds
- Working with partners
- Anticipating and preparing for the future – the importance of innovation in events and infrastructures

10.30 - 11.00 **Case Study**

#### **The Economic Benefits of Events**

**Drusilla Moody**, Tourism and Visitor Services Manager, Portsmouth City Council

- Impact of events on a waterfront economy
- How to attract the right type of visitor to Portsmouth
- Which events create the largest return on investment

11.00 - 11.15 **Q & A Panel Session**

11.15 - 11.45 **Coffee, Networking & Exhibition**

### SESSION TWO

11.45 - 12.15 **Effectively Marketing an Event**

**Malcolm Gallagher**, Director, BizVision and Fellow, Chartered Institute of Marketing

- Aligning an event to your brand
- Minimising the risk and maximising the opportunity
- Using accountable tourism marketing
- Positioning your event for the right results

12.15 - 12.45 **How to Market an Event On-line**

**Victoria Selman**, Director, SEMS Consultancy and Fellow, Chartered Institute of Marketing

- Benefit from having a strong web presence
- How to promote your website
- Making your website user friendly
- Using your website to promote your region and events

12.45 - 1.00 **Q & A Panel Session**

1.00 - 2.00 **Lunch, Networking & Exhibition**



## SESSION THREE

### 2.00 - 2.30 **Event-led Regeneration and the Impact on Tourism**

**Andrew Smith**, Senior Lecturer, University of Westminster

- Uniting mega-event strategies with 'bottom-up' projects and wider tourism initiatives
- The value of event-themed, rather than merely event-led, regeneration
- Using events to progress long-term regeneration and tourism plans
- The imaginative post-event use of main sites, such as the provision of tourism sports
- Establishing an effective relationship between events, regeneration and tourism

### 2.30 - 3.00 **Case Study: The Hay Festival - Marketing your Event Internationally**

**Peter Florence**, Festival Director, Hay Festival

- Creating an international profile for your event
- How we took the Hay Festival to Spain
- Building a network of partners and sponsors

### 3.00 - 3.15 **Q & A Panel Session**

### 3.15 - 3.30 **Coffee, Networking & Exhibition**

## SESSION FOUR

### 3.30 - 4.00 **Case Study: Belfast City Council**

**Olga Murtagh**, Tourism Development Manager, Belfast City Council

- Strategic development and marketing
- Developing visitor and convention bureaus
- Creating an action plan for community tourism

### 4.00 **Conclusion by Conference Chair**

## Key speakers day two:

• **Peter Florence's** family came from the Black Mountains in Wales, and Hay, with its antiquarian and second-hand bookshops, seemed the ideal place for an offbeat literary festival. He funded the first festival with the winnings of a poker game. In its 17-year history, Hay has acquired its share of legends. There was the all-night poker session Bill Clinton led in 2001. And the time Nobel Prize-winning novelist William Golding went sleepwalking in a nightgown and cap. The festival's range has grown steadily. There are art exhibitions, a circus, writing masterclasses, debates. Children's events (author talks, dog handling, hip hop and more) run for the entire 10 days. Since 1996 the Hay team has started hugely successful Festivals in Italy, Brazil, Cartagena and London



• **Dr. Andrew Smith** is a Senior Lecturer in Tourism at the University of Westminster. Prior to this position he lectured at The University of Kent and Sheffield Hallam University. He has written various academic papers and book chapters about tourism, cities and regeneration; particularly on the image effects associated with flagship projects. Andrew was involved in the evaluation of the Legacy Programme associated with Manchester's 2002 Commonwealth Games. Recently, he was appointed to the scientific committee of the Sport and Tourism Destinations Global Network for Regional Development.



• **Victoria Selman** is the Founder and Chairman of SEMS Consultancy - an internet marketing consultancy based in London. She is a leading expert on web marketing and has a proven track record of developing powerful online marketing strategies that translate into positive results for both the public and private sector.



• **Malcolm Gallagher** is a Fellow of the Chartered Institute of Marketing, and a director of Northumberland-based BizVision Ltd. He has nearly 40 years of experience in the tourism and hospitality sector from helping Thomson Holidays establish its world-wide brand in the 1970's through to his current activity of helping tourism destinations and hospitality providers maximise their potential.



• **Joanna Baker** is the Marketing and Public Affairs Director for the Edinburgh International Festival, where she has worked since 1992. Prior to that she worked with Welsh National Opera, Sadler's Wells Royal Ballet and the Royal National Theatre. Appointed to the Scottish Arts Council in 2000, Joanna Baker chaired its Dance Committee from 2000 - 2004 and served as Vice Chair of Council from October 2005 until the conclusion of her term of office in September this year. She is currently a member of a cross-sector steering group overseeing the development and implementation of a city brand for Edinburgh. Previous voluntary commitments include serving as a member of the Scottish Ballet Board (1998 - 2000), and on the Scottish Office Arts and Tourism Task Force (1995 - 1998).

# Marketing Cities, Regions and Towns '06

28<sup>th</sup> November 2006 and 29<sup>th</sup> November 2006

One Great George Street, London, SW1

## ABOUT THIS EVENT:

### TOURISM AND REGENERATION OVERVIEW DAY ONE

Competition amongst UK cities, regions and towns is growing - comprehensive tourism and regeneration strategies need to be implemented to ensure economic growth and stability. Increasingly cities, regions and towns are creating tourism strategies as a means of increasing employment and encouraging regeneration. Creating a strategy that combines both regeneration and tourism can alter the brand and perception of a city, region or town. This important conference, now an annual event, will also look at how cities in the UK are able to receive European urban funding for their tourism strategies and the best methods for applying. The conference examines the different relationships between tourism and regeneration and includes expert advice and practical case studies. This event is an important learning and networking forum for anybody involved in the marketing, promotion and regeneration of cities and regions.

### USING EVENTS TO PROMOTE YOUR AREA OVERVIEW DAY TWO

For cities to be competitive in today's global economy they need to have a strong identity. Whilst this can be achieved through marketing and branding, one way that has successfully re-defined many cities, regions and towns across the UK has been through the creation or hosting of a popular event. Events ranging from the book festival to the Olympic Games, can re-define an area, making it attractive for tourism and acting as a catalyst for regeneration. Should you bid to host an international sporting occasion, or develop a home grown event, perhaps using an exciting historical or cultural occasion? How often should you run it? Will it attract visitors from overseas? How do you translate short term visitor numbers into long term growth? This one day conference offers expert advice and practical examples of how events can re-define an area. Types of attractions that will be covered on the day include sports events, festivals and cultural events. The focus will be on selecting an event that is aligned to the brand of your area and ensuring that you attract the right type of visitor.

### WHO SHOULD ATTEND?

- Heads of planning & regeneration
- Leisure and tourism managers
- Communications and marketing officers
- Regional cultural partnerships
- Regional development agencies
- RHAs
- Senior directors and elected officials in local and regional government

### BENEFITS OF ATTENDING

- Receive an update on government tourism and regeneration policy and strategy
- Benefit from sector-leading case studies sharing best practice and disseminating practical examples of how to use events to market and regenerate your city, town or region
- Network with peers, professionals and specialist practitioners

### CAN'T ATTEND?

If you cannot attend the conference in person, you can still ensure that you have access to the latest analysis and information presented at the event. Conference documentation, complete with copies of all presentations and a list of delegates, can be purchased for £145.00. Simply tick the box on the booking form and the documentation will be sent to you after the conclusion of the conference.

### Venue:

One Great George Street, London, SW1  
[www.onegreatgeorgestreet.com](http://www.onegreatgeorgestreet.com)

### Directions:

- **By London Underground:** Both Westminster (Exit 6) on the District, Circle and Jubilee lines, and St James's Park on the District and Circle lines, are just 5 minutes walk away. For more information, visit the Transport for London website
- **By Rail:** London's mainline stations at Waterloo, Victoria and Charing Cross are minutes away by foot or by Underground. For further information visit the National Rail website
- **By Bus:** Numerous bus routes pass within a 1-2 minute walk of One Great George Street. Bus routes stopping near Parliament Square include: 3, 11, 12, 24, 53, 77a, 88, 148, 159, 211 and 453. For further information visit Transport for London website
- **By Car:** Parking is available at MasterPark sites in Abingdon Street and on the south side of Trafalgar Square. Limited meter parking is also available in and around adjacent streets
- **Congestion Charge:** One Great George Street lies within the charging area. For more information, including charges, visit the Transport for London website



Booking Hotline: 020 7403 3990

Booking On-line: [www.symposium-events.co.uk](http://www.symposium-events.co.uk)

# Marketing Cities, Regions and Towns '06

## Conference Booking Form

Book by 31<sup>st</sup> October  
10% Early Bird Discount  
20% Multiple Booking Discount

Delegate 1 Mr/Mrs/Miss/Ms \_\_\_\_\_  
 Organisation \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

Delegate 1 will be attending:

Day one (Tuesday 28<sup>th</sup> November 2006)  Day two (Wednesday 29<sup>th</sup> November 2006)

Delegate 2 Mr/Mrs/Miss/Ms \_\_\_\_\_

Job Title \_\_\_\_\_

Delegate 2 will be attending:

Day one (Tuesday 28<sup>th</sup> November 2006)  Day two (Wednesday 29<sup>th</sup> November 2006)

Invoice details, if different from above

Invoice name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_

**Venue:**

One Great George Street,  
Westminster, London SW1P 3AA

**Date:**

Tuesday 28<sup>th</sup> November 2006 and  
Wednesday 29<sup>th</sup> November 2006

**Cancellations:**

Cancellations received in writing up to one month before the event (i.e. by 28<sup>th</sup> October 2006) will be refunded in full, less an administration charge of £100+VAT

**Sponsorship & Marketing Opportunities:**

Exhibition, sponsorship and marketing opportunities are available at this and other Symposium conferences. For details contact Ms Amber Streten, 020 7403 3990 or email [astreten@symposium-events.co.uk](mailto:astreten@symposium-events.co.uk)

**Documentation:**

All delegates will receive full conference documentation, complete with copies of presentations. Additional copies for attendees can be purchased at the event for £75.00

**PRICES**

**Delegate Rates**

Standard Rate (one day)	<input type="checkbox"/>	delegates @ £499 + VAT = £586.33	<input type="text"/>
Standard Rate (two days)	<input type="checkbox"/>	delegates @ £899 + VAT = £1,056.33	<input type="text"/>
Public Sector Rate* (one day)	<input type="checkbox"/>	delegates @ £349 + VAT = £410.08	<input type="text"/>
Public Sector Rate* (two days)	<input type="checkbox"/>	delegates @ £599 + VAT = £703.83	<input type="text"/>
Charities Sector Rate** (one day)	<input type="checkbox"/>	delegates @ £249 + VAT = £292.58	<input type="text"/>
Charities Sector Rate** (two days)	<input type="checkbox"/>	delegates @ £399 + VAT = £468.83	<input type="text"/>

**Total**

**Documentation** (Delegates receive one copy free)

Additional copies for attendees  @ £75 + VAT = £88.13   
 Copies for non-attendees  @ £145 + VAT = £170.38

**Discounts\*\*\*** Minus 10% early booking discount Or minus 20% multi-booking discount.

Plus 2% credit card surcharge

**TOTAL**

\*Public Sector Rate: All public sector, including NHS, local government academics and trade unions.

\*\*Charities Sector Rate: Applies to registered charities only (quote reg. no.)

\*\*\* Booking and payment must be received within 30 days of invoice date.

**DISCOUNTS**

**10% Early Bird Discount:**

When you book before 31<sup>st</sup> October 2006.

**20% Multiple Booking Discount:**

When two or more people book to attend this conference or a combination of our Autumn 2006 HR events:

- Learning & Training Technologies - 12<sup>th</sup> October
- Dispute Resolution Summit - 18<sup>th</sup> October
- Employee Well-being Summit - 19<sup>th</sup> October
- Measuring Human Capital - 2<sup>nd</sup> November
- Ageing & Senior Management - 7<sup>th</sup> November
- Bullying & Harassment at Work - 8<sup>th</sup> November

Visit [www.symposium-events.co.uk](http://www.symposium-events.co.uk)

for full details

**HOW TO PAY**

**Invoice** Attach purchase order if required  **Cheque enclosed** GBP (£) made payable to Symposium Events.

**Bank Transfer** Payments should be remitted to: NatWest Bank, PO Box 4115, Hornchurch, Essex, RM12 4DF.  
A/C Name: Symposium Events Ltd. A/C number: 17809134, Sort Code: 60-24-77.

**Credit Card**  Visa/MasterCard/Access  Debit Card  Other  
Please note 2% credit card surcharge. Apologies, but we cannot accept American Express.

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Signature \_\_\_\_\_

**CONDITIONS**

This booking form constitutes a legally binding agreement. Please note that full payment is required in advance of the event and Symposium Events reserves the right to refuse admission if payment is not received. If you are sending a purchase order please attach a copy to the booking form. All discounts lapse if invoices are not paid within 30 days of issue date, at which point the full registration fee will be payable. Interest will be charged at 2% per month on overdue payments.

Staff at the event will request a credit card guarantee for delegates without proof of payment. Please note, details of attendees are included on the delegate list in the conference documentation and are shared with organisations directly connected with individual events, including event hosts, exhibitors and sponsors. In addition we may use your data to contact you about Symposium Events products (including this one) and / or allow carefully selected third party companies to let you know how you can benefit from related offers. If you do not wish to receive marketing information please tick the relevant box:

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Online: [www.symposium-events.co.uk](http://www.symposium-events.co.uk)

# Marketing Cities, Regions and Towns '06



## 2<sup>nd</sup> Annual Conference

### Tourism and Regeneration

Tuesday 28<sup>th</sup> November 2006

#### Speakers Include:

- **Hugo Swire MP**, Shadow Secretary of State for Culture, Media and Sport
- **Joan Humble MP**, Vice Chair, *Parliamentary Group on Tourism*
- **Howard Bernstein**, Chief Executive, *Manchester City Council*
- **Vicki Rosin**, Assistant Chief Executive, *Manchester City Council*
- **Stephen Shaw**, Director of TRaC, *Cities Institute*
- **Dr John Forrester**, *Stockholm Environment Institute*
- **Johanna Smith**, Regeneration Team Leader, *Gateshead Council*
- **Jon Ladd**, Chief Executive, *British Urban Regeneration Association*
- **David Curtis-Brignell**, Chairman, *The Tourism Society*

### Using Events to Promote Your Area

Wednesday 29<sup>th</sup> November 2006

#### Speakers Include:

- **Michael Hirst**, Chairman, *British Tourism Partnership*
- **Drusilla Moody**, Tourism and Visitor Service Manager, *Portsmouth City Council*
- **Peter Florence**, Festival Director, *Hay Festival*
- **Andrew Smith**, Senior Lecturer, *University of Westminster*
- **Malcolm Gallagher**, Director, *BizVision and Fellow, Chartered Institute of Marketing*
- **Victoria Selman**, Director, SEMS Consultancy and Fellow, *Chartered Institute of Marketing*
- **Joanna Baker**, Director of Marketing and Public Affairs, *Edinburgh International Festival*