

# “Combining Forces, Building for Success”

## STF Open Meeting 2 Dec 2009, Eden Court Theatre, Inverness

Tourism provides one of the key building blocks of the Scottish economy. Tourism is an industry that is made up of many operators, across many locations and requires a collective approach that allows local tourism businesses to contribute effectively to the local economy with support from public sector in that area. There is a need for entrepreneurship, creativity, innovation and a sense of community both locally and nationally.

### About the open meeting

Iain Herbert, Chief Executive, STF will be reporting on the review of the Tourism Framework for Change and the next step forward. Iain will discuss the TFFC's reviews on priorities and on accessibility and the focus on skills, leadership and sales and marketing, with a view to maximising growth across Scotland.

**Scott Armstrong**, Regional Director, VisitScotland will update delegates on localised marketing for the Highlands.

**Donald MacKenzie**, Business Gateway Services Manager, Business Gateway, Inverness; will update delegates on funding and business advisory services.

**Chris Taylor**, Head of Tourism Food and Drink, Highlands and Islands Enterprise; will update delegates on HIE activities.

**Caroline Williams**, Business Development Manager, Highlands and Islands Airport, will discuss transport accessibility.

**Stewart Spence**, Owner, Marcliffe Hotel, will discuss investment tourism.

**Jane Gotts**, Project Manager, Business Club Scotland will discuss business opportunities for tourism.

**Russell Thomson**, Highland Canals Manager, British Waterways, will discuss customer experience.



### Delegate Rates:

- STF members are entitled to one free delegate space.
- STF members guest rate £25 + VAT (maximum of 3 guests per member)
- Non-members rate £50 + VAT.

### Inserts:

- Members insert £30 + VAT.
- Non-members insert £75 + VAT.

### Exhibiting:

- Members exhibition space (includes one free delegate place) £150 + VAT
- Non-members exhibition space (includes one free delegate place) £250 + VAT

### Insert and Exhibiting:

- Members £175 + VAT.
- Non-members £275 + VAT.

For more information and the full agenda visit STF website [www.stforum.co.uk](http://www.stforum.co.uk)

To register email [events@stforum.co.uk](mailto:events@stforum.co.uk) or call 0131 220 6321