



Moray Tourism Development invites you to

Knowing Our Markets: Intelligence and Innovation Workshop

- Date:** Wednesday 20th April 2011
- Venue:** Moray. Venue information to follow.
- Timings:** 10:30am - 11.00am Registration
11.00am - 3.00pm Workshop
This is a complimentary event with light lunch and refreshments

The event will include:

- Insights on the key visitor markets to Scotland and Moray
- Background to the Moray Speyside brand and Moray's target markets
- Recently gathered local intelligence
- How you can work with VisitScotland: hear about their detailed segmentation of the UK market and align your marketing to the national activity to get the maximum return.
- Case Study – a local operator who is getting it right!
- Insights on some Moray product niches: food, wildlife/nature and golf.
- A facilitator will lead an hour-long Creative Session to generate ideas for new products, collaborations or other developments to encourage business growth.
- Follow-on support: Business Gateway, Moray Council, HIE Moray and Moray Tourism Development are working together to help.

There will be a short pre-workshop assignment to help to ensure attendees get the most out of the day.

For further information and to reserve your place, contact Susan Catto, Highlands and Islands Enterprise, t: 01463 244 450 or e: susan.catto@hient.co.uk

Please note advance registration is required as places are limited to 15.

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