



“Helping our tourism businesses to thrive”

PROGRAMME OF WORKSHOPS

6th – 9th October 2014

SUMMARY OF EVENTS

Monday 6th October

- Introduction to VisitEngland & Future Trends in Tourism (1.30pm – 3pm)

Tuesday 7th October

- Taking Better Photos (10.30 – 12 noon)
- Watch the Photography Professionals at Work (2pm – 3pm)
- Online Reputations / Online Booking Options (1.30pm – 3.30pm)

Wednesday 8th October

- Upgrading your Property to Reap the Rewards (11am – 12noon; time TBC)
- Online Reputations / Online Booking Options (1.30pm – 3.30pm) - if demand is there

Thursday 9th October

- An Inspector Calls / Meet the Assessors (6.30pm – 8pm)

To book your places, please contact the Islands' Partnership.

Tel: 01720 424036 or Email enquiries@islandspartnership.co.uk

Read on for the details...

MONDAY 6th OCTOBER

1.30pm – 3pm

Life Long Learning Centre, St. Mary's (Room 4) next to Queen Elizabeth Sports Hall

Introduction to VisitEngland & Future Trends in Tourism

The over 80s age group will rise by 19% by 2020, with big increases in the 50-79 age group too. Find out which age groups are likely to have more spare cash for holidays over the next few years and how technology is shaping booking patterns and consumer behaviour.

Jane Darragh from VisitEngland's Research and Insights team will run an interactive session combining the findings of VisitEngland's 'Future Trends' research, and exploring trends affecting domestic tourism over the next decade. Attendees will be invited to share their experiences.

Visit England's Head of PR, Mathu Premaruban will also briefly discuss the current media landscape and division between tradition and new media. She will also highlight how to create a story for media and discuss what journalists expect from a press trip.

The Workshop will be relevant to accommodation providers, tour operators, attractions, transport operators and the tourism team on Scilly. Please stay on after the main session to chat to the VisitEngland team who will also be happy to make arrangements to visit your business to give one-to-one advice over the following two to three days.

MAXIMUM SPACES – 20

TUESDAY 7th OCTOBER

10.30am – 12noon

Life Long Learning Centre, St Mary's (Room 4) next to Queen Elizabeth Sports Hall

Taking Better Photos

VisitEngland is pleased to introduce professional photographer, Alex Hare, who was commissioned to take most of the images in VisitEngland's new Accommodation Standards books. Alex, together with local Scilly photographer Chris Hall, will share hints and tips for taking your own photos for uploading to your website and social media to encourage bookings and 'sell' your unique destination.

MAXIMUM SPACES - 20

NOTE – ALEX AND CHRIS WILL BE OFFERING TO TAKE BOOKINGS SHOULD YOU WISH TO HAVE PHOTOS TAKEN OF YOUR PROPERTIES. SPECIAL RATE FOR IP MEMBERS: £150 FOR SHOOT, WHICH WILL YIELD A MINIMUM OF 15 PHOTOS TO MEET YOUR PRINT AND DIGITAL NEEDS.

TUESDAY 7th OCTOBER

2pm – 3pm

Nundeeps at Rams Valley & The Moos at Normandy

Watch the Photography Professionals at Work!

Watch Chris and Alex as they go about their work at two different sites – one at a B&B, the other at a self-catering unit. Following the workshop in the morning, Chris and Alex practice what they preach and offer hands-on advice and demonstrate techniques in situ to enable you make the most of your website listing on www.visitislesofscilly.com and your own websites. They will each take interior and exterior photos for the owner.

MAXIMUM SPACES – 4 or 5 (on each)

TUESDAY 7th OCTOBER

1.30pm – 3.30pm

Life Long Learning Centre, St Mary's (Room 4) next to Queen Elizabeth Sports Hall

Online Reputations & Online Booking Options

Pam Foden, VisitEngland's Head of Industry Development, together with Rob McCready and Brian Roberts will deliver a short presentation on TripAdvisor and Google + focusing on the free tools these platforms offer tourism businesses. This will be followed by a 'hands-on' session to see what reviews your business already has and where the new opportunities lie. Ideally bring along your laptop or iPad.

The second part of this workshop looks at booking engine options for your own website, or online travel agent (OTA) alternatives. Compare costs and the pros and cons of each, and discuss your own experiences. Once again, a short presentation by Pam will be followed by informal session in small groups.

The Workshop will be relevant to accommodation providers, plus restaurant and café owners, tour operators, and visitor attractions.

MAXIMUM SPACES – 20

PLEASE NOTE, IF DEMAND IS HIGH FOR THIS WORKSHOP WILL BE REPEATED ON WEDNESDAY 8th OCTOBER 1.30pm – 3.30pm

WEDNESDAY 8th OCTOBER

Morning (Times TBC, probably around 11am)

Venues TBC

Upgrading your Property to Reap the Rewards

This is a small group session at two properties – one B&B and one self-catering accommodation – both run by local operators who have expertly upgraded / restyled their properties without going to too much expense. Find out why and how they did it, and what the benefits (and challenges) have been. These group sessions will be facilitated by the VisitEngland moderation team – Charmian Licsauer and Brian Roberts – who will also be happy to offer advice and guidance on individual businesses.

The Workshop will be relevant to accommodation providers.

MAXIMUM SPACES – 6 ON EACH

THURSDAY 9th OCTOBER

6.30pm – 8pm

Old Wesleyan Chapel, St Mary's

An Inspector Calls: Meet the Assessors

Quality in Tourism will have four assessors on Scilly for the whole week doing regular assessments. On Thursday evening have your chance to meet them and have your questions answered. Charmian Licsauer, QiT Senior Assessor for the south west region will deliver a short presentation about the assessment process, the VisitEngland rules and criteria as well as quality generally. This will be followed by a Q&A session.

The workshop will be relevant to accommodation providers of all types.

OPEN TO ALL – NUMBERS NOT RESTRICTED

END OF PROGRAMME