



ULLAPOOL CONFERENCE & TRADE FAIR CO-LABHAIRT IS FÈILL-MHALAIRT ULAPUIL

Monday 14th February 2011

Diluain 14 Gearran

**Macphail Centre - Mill Street - Ullapool
Aonad MhicPhàil - Sràid a' Mhuilinn - Ulapul**

What's It All About!

Dè th' ann!

Find Out

Lorg

- *How to increase your business/fill your rooms
- *How Ullapool will help you attract more business
- *How you can get the best out of your website
- *How you can improve your visitors' experience
- *What is Destination Marketing and Management; how it can help you in practical ways to win and retain your customers
- *Opportunity to listen to the industry experts and ask your questions.
- *Visit the Trade Fair and see what local suppliers have to offer

What's Happening And When?

Dè tha dol is cuine?

- * Trade Fair in High School concourse - all day till 5pm
- * Conference in Macphail Theatre programme starts 10.30am
- * Workshops on Website Management and Customer Care
- * Private Sessions with Highland Tourism Orgs (See programme of day and how to book or attend inside)

Partners Of The Day

Companaich san latha

VisitScotland - Highland Council - Highlands & Islands Enterprise
Destination Loch Ness - North Highland Tourist Group
DOVE (Delivering Outstanding Visitor Experience)
Skye Website Services - The Macphail Centre - Ullapool News
Ullapool Tourism & Business Association

Conference Programme - Clàr-ama na Co-labhairt

10.30am	Conference Opening - VIP	12.30pm	Buffet lunch to be served in Assynt Suite
10.45am	Why are we here? David Parker - Chair UTBA	1.45pm	Visit Scotland - Malcolm Roughead (CEO) What can we do to help Ullapool?
10.50am	UTBA Business Survey - Resume of results Simone Nelson - Project Mgr	2.15pm	BID Scotland - Ian Davison Porter What is BIDS: how can it help Ullapool and the local business community Q&A Session
11.00am	DOVE - Caroline Gregory (Director) Delivering Outstanding Visitor Experience Followed by workshop in Resource Room	2.45pm	Ullapool Harbour Trust - Kevin Peach (CEO) What is the Harbour Trusts Business Plan and where does the Tall Ships and Cruise Market fit in? Q&A Session
11.15am	Destination Loch Ness - Graeme Ambrose Why we needed to refresh the Loch Ness Brand and the snakes and ladders of becoming a Destination Management Org Q&A Session	3.15pm	Case study - Storehouse, Foulis - Q&A Session
11.45pm	Skye Website Services - Alasdair Broun How can we help you attract visitors to your website and what are the latest changes happening that you want to be part of. Followed by workshop session in Resource Room 2pm-5pm	3.45pm	What have we learnt: where do we go from here? Open Session
		4.15pm	Thanks and end of Conference

How To Book Trade Stand, Conference Seat or Workshop Session

Ciamar a glèidhear Taisbeanadh-màlairt, Suidheachan sa Cho-labhairt no Bùth-obrach

1. Trade Stand - Taisbeanadh-malairt
2. Conference Seat and lunch - Suidheachan sa Cho-labhairt is Lòn
3. Workshops - Bùthan-obrach
 - 3.1. DOVE
 - 3.2. Skye Website Services
4. Private 1:1 Sessions - Seisean 1:1 Prìobhaideach
 - 4.1. UTBA
 - 4.2. North Highland Tourist Group
 - 4.3. VisitScotland
 - 4.4. HIE/Business Gateway

Contacts - Cuir fios gu

Conference Delegates & Trade Stands
Teachdairean co-labhairt is Taisbeanaidhean-malairt

Chris Brotherstone or Fran Harrison
Macphail Centre - Mill St - Ullapool
Tel: 01854 613336 Email: mail@macphail.co.uk

All attendees to the conference and lunch as well as workshop or private sessions must confirm bookings with Chris or Fran direct. All technical questions on facilities available to be directed to the above.

Ullapool Tourism & Business Association Contacts

Comann Turasachd is Gnìomhachais Ulapuil

1. Speakers and Workshop Deliverers
Luchd-labhairt is òraidichean bhùthan-obrach
David Parker Tel: 0781 351 0396
Email: Room@broomview.co.uk : parkyatdeanst@yahoo.co.uk
2. Marketing and Printing - Margaidheachd is Clò-bhualadh
Lesley Macdonald Tel: 01854 612947
Email: mail@thesheilingullapool.co.uk
3. Finance & Accounts - Maoineachas is Cùntasan
Kathryn Bennett Tel: 01854 655245
Email: kathryn@approach-computing.co.uk

4. Website and Circulations - Larach-lìn is Cuairt-litrichean
Email: admin@ullapool.com

5. Destination Ullapool - Brand & Logo Competition
Ceann-uidhe Ulapuil - Farpais Comharraidh is Suaicheantais
Pauline McRobb Tel: 01854 613286
Email: ladysmithhouse@btinternet.com

6. Conference Registration - Clàradh dhan cho-labhairt
Alice Keppell Tel: 01854 612461
Email: scotlandalice@yahoo.co.uk