

PROGRAMME & SCHEDULE

Friday 03 November

8.30 - 9.30am	Registration/Breakfast Networking/Resource Centre
9.30am	Welcome : Simon Hughes, Vice Chair BVEP
9.45am	Opening address : Sally Balcombe, CEO VisitBritain
10.00am	Ambition, Cooperation & Collaboration: How Government & Industry Can Succeed Together Panel Session featuring DCMS, VisitBritain and DIT
11.00am	An Interview with Nick de Bois Chair of the UK Events Industry Board
11.30am – 12.00	BREAK AND RESOURCE CENTRE
12.00 noon	Research from VisitBritain : Barriers and Motivations Presented by: Anthony Lydall – Director, Strategic Research & Insight. New research which is critical to business success
1.00pm – 2.00pm	LUNCH AND RESOURCE CENTRE
2.00pm	Attracting the International Buyer : Presented by PCMA and facilitated by Mary Pat Heftman - International Chair, PCMA Featuring buyers from Cisco, the European Society for Organ Transplantation & Maritz Global Events
2.45pm	A Tale Of Three Cities : Responding to the International Buyer We have great destinations all around the UK – but are we getting the best from them?
3.30pm	Closing session : Insights and Actions A collation of responses from the audience to what you have heard, framed by your own business objectives.
4.00pm	Drinks Reception kindly hosted by the QEII Centre

** Please note programme may be subject to change*