

**Business Visits and Events Focus North**  
**Tuesday 30<sup>th</sup> April 2019 - 09.00am – 12.30pm**

**Venue: The Lecture Theatre, Calverley Building, Leeds Beckett University City Campus Leeds. Online Booking: <http://bit.ly/BusinessEventsNorth>**

**Programme:**

- 9.00 Arrival Registration, Tea & Coffee.
- 9.30 **Welcome and Introductions**  
John Gallery, chair of research group of the Business Visits & Events Partnership and chairman of the Tourism Society Yorkshire.
- 09.40 **Business Visits and Events**  
A £42.3 billion business – Events are GREAT Britain update  
Chris Skeith vice-chair of BVEP
- 10.00 **Economic and Social Impact of the Tour de Yorkshire**  
Lucy McCombes and Steve Jones. School of Events, Tourism and Hospitality Management, Leeds Beckett University.
- 10.20 **Destinations for Events**  
Nick Brooks-Sykes, Director of Tourism, Marketing Manchester
- 10.40 **The Next Chapter** – VisitBritain/VisitEngland  
Kerrin McPhie Head of Business Visits & Events, VisitBritain/VisitEngland
- 11.00 Coffee/comfort break
- 11.10 **Current and Future Trends in Events**  
Alistair Turner, Managing Director, EIGHT PR & Marketing
- 11.30 **Events for Inward Investment**  
Chris Skeith, chief executive officer, the Association of Events Organisers and vice chair BVEP
- 11.50 **The Events Industry in Action**  
Emma Cartmell, chief executive officer, the Conference and Hospitality Show
- 12.00 **The Power of Events** – Panel discussion Q & A
- 12.20 **Closing remarks followed by VIP Buffet Lunch at the Conference and Hospitality Show and later at the show, the opportunity hear Simon Rimmer of 'The Sunday Brunch'.**
- 12.30 **Close**



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SCHOOL OF EVENTS,  
TOURISM & HOSPITALITY MANAGEMENT



Yorkshire



**CONFERENCE AND HOSPITALITY SHOW 2019**