



Tourism Marketing on a Budget

The Music Room, Gregynog Hall,
Tregynon, Nr Newtown, Powys

FRIDAY 25TH NOVEMBER 2011

Programme

- | | |
|----------|---|
| 10.00 am | MWT Annual General Meeting |
| 10.30 am | Tea, Coffee & Registration and Conference Exhibition |
| | Tourism Marketing Conference |
| 11.00 am | Welcome Address – Anne Lloyd-Jones, Chairman, Mid Wales Tourism |
| 11.10 am | Presentation of Life Membership Award - David Clay |
| 11.15 am | Nigel T. Packer, Business for Business Internet Marketing Ltd |
| 12.00 pm | Rob Lewis Jones, Visit Wales |
| 12.30 pm | Case Studies:
Shirley Owen, Marketing Manager, King Arthurs Labyrinth
Nicole Gwynne, Cross Foxes, Dolgellau |
| 12.55 pm | Meet the Team & Q & A's |
| 1.00 pm | Networking Local Buffet Lunch & Conference Exhibition
The buffet lunch will provide an opportunity for industry colleagues to network and talk with Conference Guest Speakers |
| 2.00 pm | Introduction to 'Meet the experts' |
| 2.10 pm | Meet the Experts – Suppliers speed dating |
| 3.45 pm | Prize Draw & Conference Round Up |

Exhibition stands (9.45 am – 3.45 pm)

TOURISM CONFERENCE 2011

'MARKETING ON A BUDGET'

Mid Wales Tourism Twristiaeth Canolbarth Cymru



Nigel T Packer is an Internet Marketing Consultant, Author and Public Speaker.

For over twelve years, he has used his extensive knowledge and broad range of experiences to enhance his clients' businesses, helping them to:

- Develop e-business strategies that work
- Use the internet as both a tool and medium for business promotion
- Improve customer experience and engagement
- Increase visitors, sales and ultimately profitability

He heads a consultancy practice:

Business for Business Internet Marketing Ltd

Working with businesses and organisations in many sectors and on a wide scale, the team at Business for Business:

- Carries out online and website research
- Delivers knowledge through conferences and seminars, workshops and bespoke training
- Offers consultancy in e-business strategy, website user experience and website promotion

As a presenter, Nigel is in great demand, and has delivered seminars and speeches to audiences in the UK, Europe and the United States.

His enthusiasm and knowledge of internet marketing is shared with the audience in a practical and informative way, in presentations that are both engaging and entertaining. His active style is infectious, involving the audience in the learning process.

Taking a straightforward approach he uses non-technical language – even when dealing with technical issues. Full of insights and real-world observations, practical techniques and actionable strategies, the focus is on business – your business.

He recently presented to sell out enthusiastic audiences in Rome, Sofia, Paris, Budapest and London as well as many locations around the United Kingdom.

Joicey Room—IT & Web Marketing



Aberystwyth Media Productions—provide corporate video, web video, multimedia presentation and web production services (content managed). Working together, we help you discover powerful new ways to communicate to your audience, making them more aware of you, influencing them, and motivating them to your business.



Guestlink— Specialists in tourism technologies from online booking to eshop facilities. Nathan will show you some of the fantastic tools available to ensure your business is moving with consumer trends whether you run an area website or a small B&B, from an attraction to a Hotel, Guestlink can help



NVG—The brains behind Guestlink but also SO much more! Gert will be here to talk about ensuring your online booking system is PCI DSS compliant..not sure what that means? Then you should defiantly have a chat with Gert!



Fiasa/Hotaxe—If you provide Wifi to your visitors then make sure you're covered legally! Did you know that without Wifi security if any of your visitors download anything illegal your business is accountable?! Make sure you're covered, and Protect your business.



Barclaycard Business—Leading suppliers of PDQ/ePDQ terminals, here to talk about how you can take credit card payments regardless of your business size! Most people prefer to pay by card so for as little as £5 a month you will now be able to offer that service too!

Mid Wales Tourism Twristiaeth Canolbarth Cymru



Rob is the Media Relations Executive at Visit Wales responsible for International PR in the promotion of Wales through PR. Key Responsibilities are for the Spanish, Italian, French and Dutch Markets but has worked on the US and far east destinations for over 10 years. Rob has worked within the promotion of Wales as a tourism product for over 20 years - 11 years within International PR. (previously worked within Tourist Information Centres and Mid Wales Tourism) As this is an exciting role he is for ever looking for new tourism products to promote to journalists which will be of benefit to Wales as a tourism destination.



Case Studies: Nicol Gwynne from The Cross Foxes, an award winning bar and grill with rooms near Dolgellau.

The Cross Foxes has won a Gwynedd Business Award for a business start-up and been listed in the Good Food Guide 2012!

Both women will speak about their experiences marketing both businesses during a challenging economic climate.

Shirley Owen: marketing manager for King Arthur's Labyrinth and Corris

Mine Explorers at Corris, near Machynlleth and King Arthur's Labyrinth sold more than 1,000 tickets online after introducing a web-based booking system this summer.



Entrance Foyer



Mid Wales Local Food Talks—Consumer demand for local and regional food and drink is strong, so making local produce a feature of your menus or retail sales makes excellent business sense. Go and see Bethan who will be providing 20 minutes taster sessions to wet your appetite!

The Music Room—Training, Advice & Services



Mid Wales Tourism (Membership & Marketing) - talk to Natalie and the team to find out more about Mid Wales Tourism. What we can offer your business in terms of membership & marketing, how we can help save you money in the years ahead and ensure your business is doing all it can to keep up with the demands from visitors.

PPL Distribution—Specialise in leaflet distribution for the tourism sector. They distribute leaflets all over Wales to ensure businesses get the coverage they need.



Peninsula Employment Services—If you employ staff then this is a great service providing expertise to assist your business with any employment matter no matter how trivial, through their 24 Hour Advice Service available 365 days a year.



Cambrian Training—Award winning training company, and the leading Providers of training and support to the hospitality, butchery, food and drink manufacturing, management and customer service sectors throughout Wales.



Menter a Busnes—A Business support team who can offer support and advice to individuals and groups who want to start or develop businesses.



Windsor Insurance—Specialist tourism insurance broker for tourism businesses, including, activity centres, B&B's, hotels, caravan parks, self catering restaurants and visitor attractions.



Coleg Powys—Here to talk about courses which can help your tourism business. Have a chat and see what they



Sustainable Tourism Powys—Innovative new programme delivered by Powys County Council to support and develop tourism in Powys. A range of support is available to develop and promote tourism in Powys including; grants schemes, targeted marketing, business advice and support.