

THE TOURISM SUMMIT

10.00

Welcome

Zoe Wray

Tourism for Good: The total beauty of a sustainable holiday

Chris Hines MBE, A Grain of Sand

Group Hug: How to succeed by making your visitors feel part of a close and valued community

William Higham, Next Big Thing

The journey to being responsible

Sarah White, QIA Services

11.20-11.40

Morning Coffee

Marketing Tomorrow

Clare Bushby MIH, Clockwork Marketing

What's your 'Tourism for Good' story?

Gareth Allen, Soundview Media

2030 and beyond: A new direction for tourism in Cornwall

Malcolm Bell MBE, Visit Cornwall CIC

If we all do it, we all win

Tracey Boyne, Mylor Sailing and Powerboat School

In pursuit of tourism excellence

Robin Barker FTMI, Services for Tourism

1.00-2.00

Lunch

Tomorrow's Super-team: United in difference

Nadia Higham, Next Big Thing

Communicating with your customers: Influencers and your terms

Amy Ralston & Thomas Chartres-Moore, Stephens Scown

Case Study: Cheese as a force for good

Greg Parsons, Sharpham Dairy

Case Study: Building a sustainable tourist attraction

John West, West Bay Discovery Centre

Case Study Q&As

Greg Parsons/John West

Workshop: Every action is a pixel in the bigger picture

Soundview Media

Workshop: Marketing today for a brighter tomorrow

Clockwork Marketing

Taking action doesn't have to be hard: From deciding, to doing

Natalie Semley, Falmouth University

3.55

What Next? Tourism For Good Collective

#TOURISMFORGOOD