



Joint ICCA UK & Ireland/Scandinavian Chapter Summer Debate

7 & 8 June 2012

EICC,
Edinburgh

**'Destination Northern Europe:
How to Maximise our City Assets'**



Thursday 7 June 2012

1100 – 1130 Tour of EICC's new space (max 20 people)

1200 – 1400 Registration and Lunch

Opening Session

1400 – 1405 Welcome James Rees, ICCA UK & I Chapter Chair

1405 – 1435 *The Royal Edinburgh Military Tattoo* Brigadier David Allfrey, Chief Executive & Producer - Edinburgh Military Tattoo

Session 1 City Assets

1435 – 1440 Scene setting from session chair James Rees, ICCA UK & I Chapter Chair

1440 – 1510 *Public Sector and Supply Chain* Gerry Brough, Project Director - Economic & Business Development, Aberdeen City Council

1510 – 1540 *City Assets: Liverpool* Mike Taylor, Executive Director Business, Growth and Marketing - LCRLEP, Liverpool City Regions Local Enterprise Partnership

1540 – 1550 Round table/panel discussions

1550 – 1600 Afternoon Coffee Break

Session 2 Nordic/UK Sustainability

1600 – 1605 Scene setting from session chair Brian Horsburgh, Managing Director – Aberdeen Exhibition & Conference Centre

1605 – 1705 *Nordic Sustainable Meeting Zone and the Subsequent Accord* Kristian Rødbro, Project Manager – VisitAarhus Convention Bureau and Lennart Johansson, Gothenburg Convention Bureau

1705 – 1735 *The UK's Sustainability Journey* Eloise Sochanik, Project Manager - Positive Impact

1735 – 1745 Round table/panel discussions

1745 – 1800 Closing remarks James Rees, ICCA UK & I Chapter Chair

1800 – 1845 Drinks Reception EICC

1915 – 2230 Gala Dinner - Royal College of Surgeons, Edinburgh

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Friday 8 June 2012

0845 – 0900 Arrival Coffee and Registration

0900 – 0905 Welcome from Chapter Chair James Rees, ICCA UK & I Chapter Chair

Session 3 Marketing Your City/New DMOs

0905 – 0910 Scene setting from session chair Lesley Williams, Head of Association Sales – Marketing Edinburgh, Convention Bureau

0910 – 0940 *Marketing Your City* Sue Stuart, Director of Operations – Marketing Edinburgh, Convention Bureau

0940 – 1010 *New DMOs* Tracy Halliwell, Director of Business Tourism & Major Events – London & Partners

1010 – 1040 Round table/panel discussions

1040 – 1110 Morning Coffee Break

Session 4 Securing Association Business/Technology and Hybrid Events

1110 – 1115 Scene setting from session chair James Rees, ICCA UK & I Chapter Chair

1115 – 1145 *Subvention and Securing Association Business* Mike Kimmons, CEO – British Orthopaedics Association

1145 – 1215 *Technology and Hybrid Events* Lynn Samson, Managing Director Glasgow, Director of PCO – MCI Glasgow

1215 – 1235 Round table/panel discussions

1235 – 1250 Summary and closing remarks James Rees, ICCA UK & I Chapter Chair

1250 – 1400 Lunch and departures

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