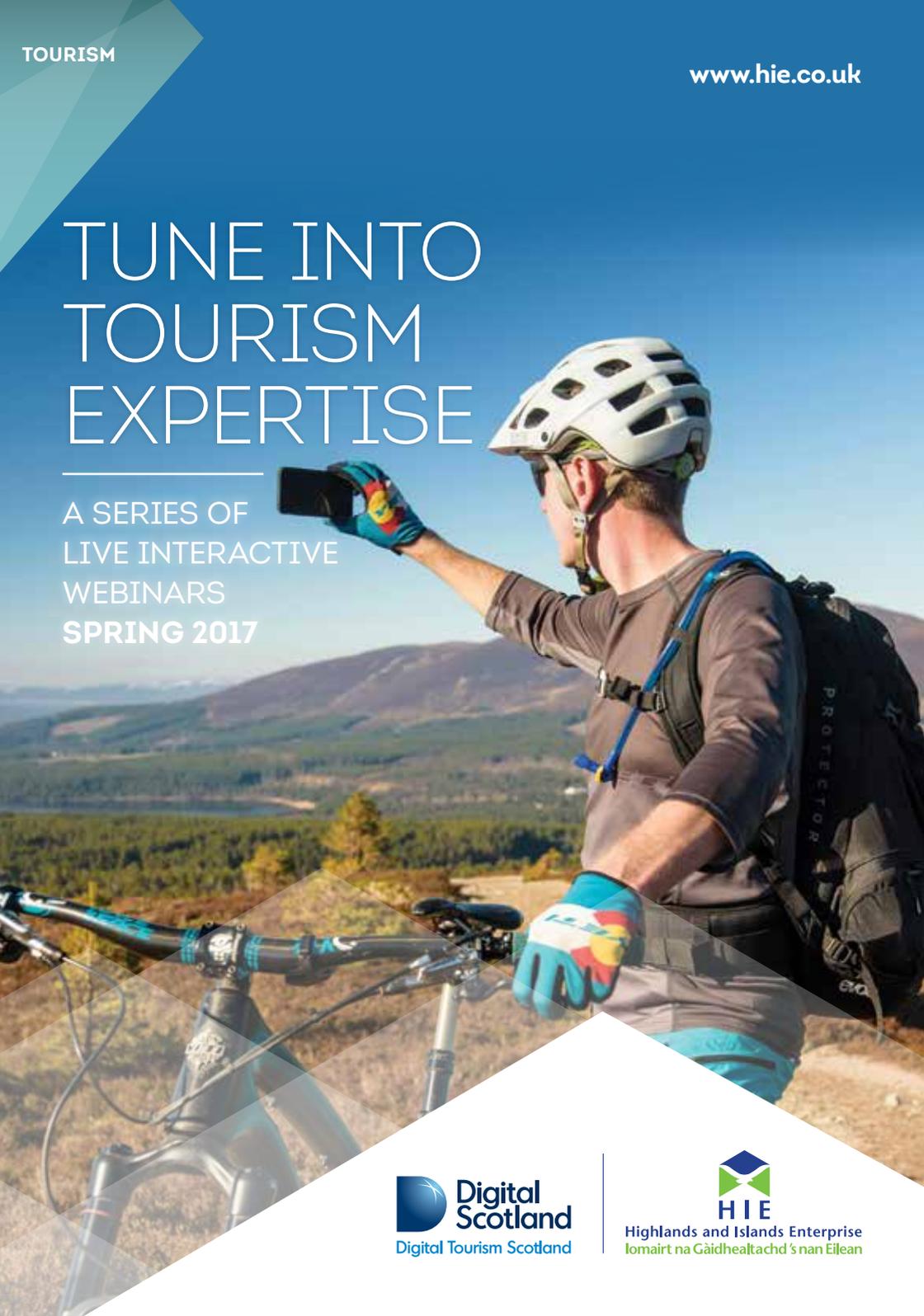


# TUNE INTO TOURISM EXPERTISE

A SERIES OF  
LIVE INTERACTIVE  
WEBINARS  
**SPRING 2017**

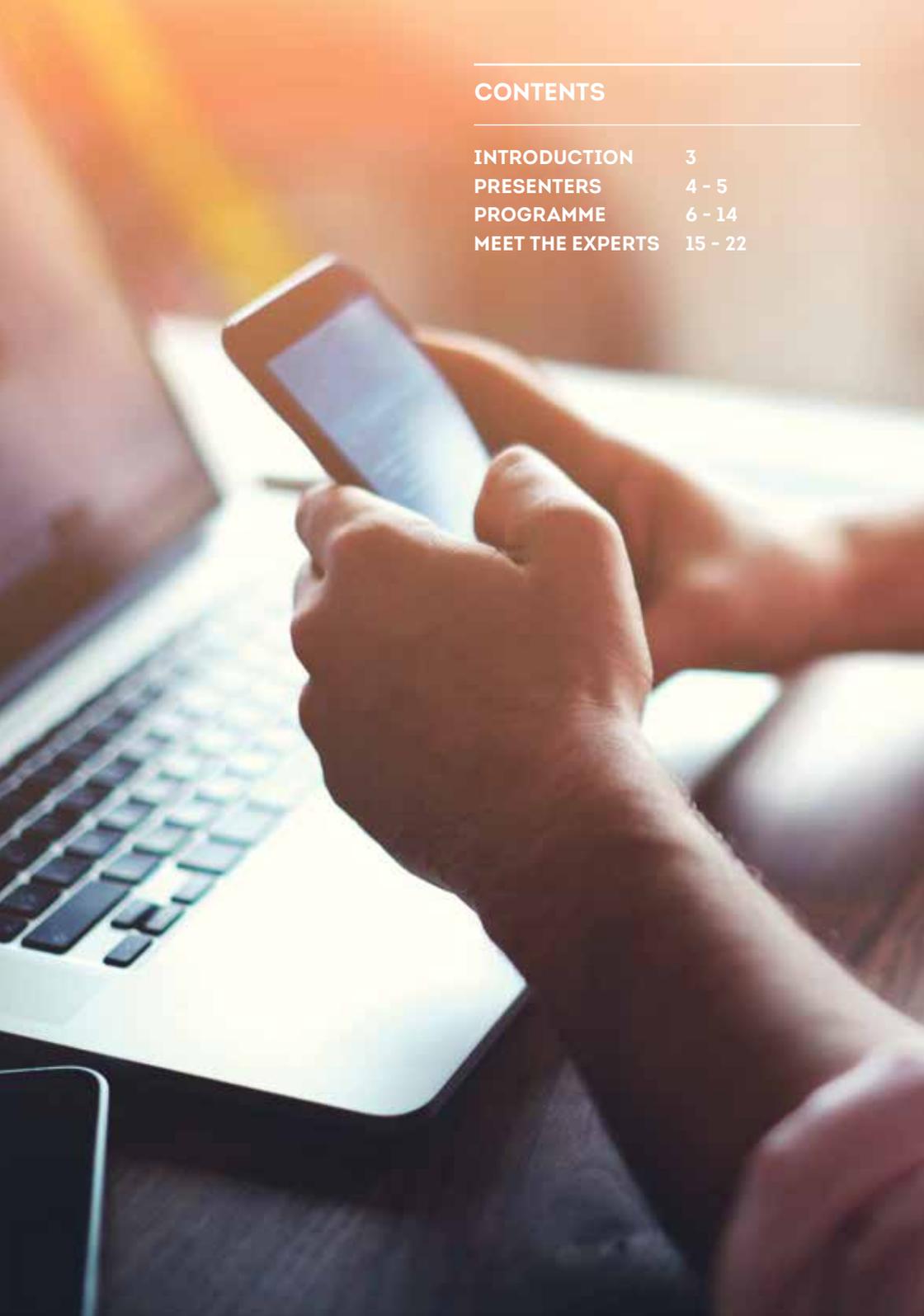


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# INTRODUCTION

## SERIES TEN

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Welcome to the first 'Tune Into Tourism Expertise' series of 2017. This latest series complements a range of other support, such as workshops, 1-1 surgeries and case studies all available through the Digital Tourism Scotland initiative [www.digitaltourismscotland.com](http://www.digitaltourismscotland.com)

Each session is intended to be lively, fun and interactive and designed for anyone involved in tourism in Scotland, including community groups and tourism-related businesses, who are looking for inspiration and new ways to make the most of all things digital.

Our studio guests are at the heart of what makes this programme so popular and we are pleased to bring you yet another great cast of subject experts and industry contributors, who know a thing or two about this exciting topic.

By tuning in live you'll be able to take part in the discussions, ask questions and receive an instant reply, all from the comfort of wherever you choose to be. In every session, we'll look at how you can be more innovative in tackling problems and seizing opportunities. We suggest you listen out for tips, make notes and think about what you could do differently in your business going forward!

Best wishes for a successful 2017.

A handwritten signature in blue ink that reads "Audrey Maclennan". The signature is fluid and cursive.

**Audrey Maclennan**  
Senior Tourism Manager



**RICHARD MELVIN**  
**Director of Dabster Productions /**  
**Webinar Producer**

After taking all of the training that the business sector could offer, Richard followed his heart into media production. Head hunted from Beat 106, he then produced Fred MacAulay's BBC Radio Scotland show for five years, quickly rising to senior producer level. 10 years ago he left to launch his own company, Dabster Productions, which currently has four different series either in production, or due for broadcast on BBC Radio 4, as well as three series broadcast on BBC Radio Scotland this year. He has just returned from India, where he produced and presented a documentary series, set for broadcast in December.

Richard has executive produced numerous video projects for a wide range of clients – from Glasgow 2014, Cultural Olympiad, Amnesty International and Pleasance Theatre; and has also presented a number of shows for local and network radio. At this summer's Edinburgh festival, he oversaw Pleasance TV Live broadcasts, and produced four best of the festival shows for the BBC.

Richard will oversee the production of all webinars and ensure all technical aspects go smoothly.

Contact: [richard@dabsterproductions.com](mailto:richard@dabsterproductions.com)



## **JULIA SUTHERLAND**

### **Webinar Host**

Julia is a producer and presenter who worked for over 10 years at BBC Scotland.

Whilst at the BBC, she worked on programmes as diverse as news, sport, religion and features but predominantly as a producer on Fred MacAulay's morning radio show which she also co-hosted. Subsequently she hosted five separate series on Radio Scotland, and presented her own show on BBC Radio 4.

Her television work has included production on a live Gaelic sports show on BBC 2 Scotland; developing the Host Broadcaster Training Initiative for the 2014 Commonwealth Games with Sunset and Vine Global TV; and appearing alongside Rory Bremner on 'Rory Goes To Holyrood' and 'Scotland's Historic Year', both on BBC 2, as well as short films for corporate clients.

Current broadcast projects include a sitcom she co-wrote and stars in, commissioned by the BBC, as well as a 6th series of 'Funny Kind of..' for Radio Scotland.

Julia will host the webinars and present short films which complement the series.

Contact: [julia@dabsterproductions.com](mailto:julia@dabsterproductions.com)



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## **DIGITAL CHANNELS: THIS IS SCOTLAND CALLING**

**Wednesday 22 February 2017  
2.00pm - 2.45pm**

It has never been easier to market directly to an audience of literally millions of potential customers.

This webinar will help you to explore the various different channels you can use to sell your business and build relationships with your visitors; comparing the features and benefits of each, and detailing which channel holds the key to access the market that you want to appeal to.

We'll discover how digital communication is evolving, plus when and where to engage with your customers to have the greatest impact for your business.

Managing your digital social presence doesn't have to be hard, and it doesn't have to be expensive. By joining us for this session, you could save yourself hours of wasted time and money, as we give you the key information you need, to cherry-pick the best channels for you, and the content you need to be successful on them.

---

## **GUEST SPEAKERS**

### **LEANNE MALLON**

Senior Marketing Manager (Digital Channels)  
Visit-Scotland  
[www.visitscotland.com](http://www.visitscotland.com)

### **MARTIN ANDERSON**

Craigatin House ,Owner  
[www.craigatinhouse.co.uk](http://www.craigatinhouse.co.uk)

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## GET SOCIAL PART 1: FACEBOOK AND TWITTER

**Wednesday 01 March 2017**  
**2.00pm - 2.45pm**

Now that you've worked out which channel is right for your business, this mini-masterclass for using Facebook and Twitter in tourism will get right down to the nuts and bolts of exactly how you can make these two work for you. What content, when to post, and how to turn your conversation online into sales.

Facebook is the primary channel for sharing life events and travel related content. 52% of users surveyed said their friends' photos inspired travel plans, and 76% post their holiday photos to social networks. This webinar will reset your standards for using the social network, looking at content, engagement, advertising structure and retention.

Using Twitter is a different prospect, you're joining a conversation that's already happening. Your business is worth finding and this webinar will detail what you could and should be doing to attract an existing market to your door. We'll look at automation of your tweets and open the door to instant communication with 317 million monthly users worldwide, including the businesses that share your interests in the local area.

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## GUEST SPEAKERS

### MARK HUNTER

Social and Digital Media Expert  
Postable Limited  
[www.postable.co.uk](http://www.postable.co.uk)

### ROSS 'TEDDY' CRAIG

Community Manager (Social Media Strategy)  
The Lane Agency / Argyll and the Isles Tourism  
[www.thelaneagency.com](http://www.thelaneagency.com)

### LESLEY WATSON AND MARK TURNER

Owners / Guides  
Solway Tours  
[www.solwaytours.co.uk](http://www.solwaytours.co.uk)

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## **GET SOCIAL PART 2: INSTAGRAM AND VIDEO**

**Wednesday 08 March 2017  
2.00pm - 2.45pm**

In this second part of our focus on social media, we'll be getting visual, as we examine the power of Instagram and video.

Instagram is a photo and video sharing platform based around communities and themes. The high standard of photography on the site and app is well suited to showcase Scotland and your tourism business' assets to the full. This webinar will focus on how to attract some of the platform's 500 million active users, and how to capture the momentum of their content to your own benefit.

We'll also talk about the importance, and undeniable continuing trend, for video content as a way to engage really effectively with your chosen audience – across many platforms. From short social videos (Instagram Stories Video, Facebook Live, Twitter's Periscope) as well as the more traditional YouTube style videos.

This session will be full of practical advice, and pro tips.

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## **GUEST SPEAKERS**

### **NEIL ROBERTSON**

Digital Marketing Consultant & travel blogger  
Turas Digital Marketing  
[www.turasdigitalmarketing.com](http://www.turasdigitalmarketing.com)  
[www.travelswithakilt.com](http://www.travelswithakilt.com)

### **RENE LOOPER**

Social and Digital Media Coach  
Tuminds Social Media  
[www.tuminds.com](http://www.tuminds.com)

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## WEBSITE MOT

**Wednesday 15 March 2017**  
**2.00pm - 2.45pm**

Just like a vehicle, your website should be regularly maintained and reviewed to ensure it is performing well (and safely). This webinar will recap on some of the essentials that your website must provide, plus it will look at some of the innovations in the last twelve months that have proven themselves to be useful.

We'll cover integrating social media effectively, the importance of mobile, booking systems, the right content, and the tools to make your website perform better for your business.

So roll up your sleeves, get under the bonnet, and find out if your website delivers what the digital tourist wants, and expects in 2017.

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## GUEST SPEAKERS

### DAVID SIM

Web Developer  
Openbrolly  
[www.openbrolly.com](http://www.openbrolly.com)

### JEAN BURKE

Marketing Manager  
**KATHLEEN BROGAN**  
Managing Director  
Mercat Tours  
[www.mercattours.com](http://www.mercattours.com)

## REGISTER AT

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## **APPRECIATE AND COLLABORATE: BUILDING LOYALTY, CREATING ASSETS**

**Wednesday 22 March 2017  
2.00pm - 2.45pm**

Our relationships online have become more personal, and more meaningful. Managing the relationship you have with your customer well, means you can effectively turn your fans into ambassadors for your business.

So whether that means gathering the right data, communicating regularly enough and on the right channel, rewarding loyalty, encouraging and dealing with reviews, or simply setting an appropriate tone and using the right language to evoke that emotional response which can be so powerful.

We'll help you to foster and maintain a productive relationship with your visitors, which will make them feel appreciated, and in turn create more business for you.

## **GUEST SPEAKERS**

### **ANDREW BURNETT**

Digital influencer and Customer Retention Specialist  
Helleau Limited  
[www.andrewburnett.com](http://www.andrewburnett.com)

### **LAURA ADAMSON**

Marketing Manager  
Scottish Seabird Centre  
[www.seabird.org](http://www.seabird.org)

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## **DIGITAL STRATEGY: HERE'S THE PLAN**

**Wednesday 29 March 2017  
2.00pm - 2.45pm**

Fail to prepare? Prepare to fail! Everyone needs a plan, and in this session, we'll help you to make sure that your Social and Digital Media activities are part of a carefully thought out marketing plan, tailored to target your customers, and achieve your objectives in a measurable way.

From identifying the customer groups; working out what your brand personality is; understanding how social channels fulfill your customers needs; using search engine optimisation; website review and planning; as well as seasonal planning and the analytics which will help you to become even more effective.

Don't forget to get involved during this session, and ask our experts the specific questions you need answered, to help you to create and implement the best digital strategy for your business.

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## **GUEST SPEAKERS**

### **LESLEY WOOD**

Digital Marketing and Social Media Consultant  
LMW Consulting  
[www.lmwc.co.uk](http://www.lmwc.co.uk)

### **JENNIFER KELLY**

Marketing and Public Relations Manager  
Gordon Castle  
[www.gordoncastlescotland.com](http://www.gordoncastlescotland.com)

## **REGISTER AT**

[www.hie.co.uk/tourism-webinars](http://www.hie.co.uk/tourism-webinars)



NETWORK  
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CONNECT  
Algorithm

To Do

1. Write...
2. ...





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## **INNOVATE AND CREATE: TECHNOLOGY, TRENDS, AND INSPIRING CONTENT**

**Wednesday 05 April 2017**  
**2.00pm - 2.45pm**

Now that we have all had a thorough look at where our customers are hanging out online, how we're connecting with them, and figured out a plan to do it better, it's time to think about how we can push our creativity and emerging technology to their limits.

We'll cover the latest innovation in digital tourism, the latest technology, and how to use that to engage with customers in new, immersive and inventive ways.

We'll report back from Digital Think Tank's Content Campus in Copenhagen, and share insights from some of the key speakers.

Then travel to the future with us, as we try to predict how the next 12 months in digital tourism will change, and how you can make sure you don't get left behind.

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## **GUEST SPEAKERS**

### **GAVIN NEATE**

Entrepreneur and Chief Executive Officer  
Neatebox  
[www.neatebox.com](http://www.neatebox.com)

### **ROSS TUFFEE**

Co-Founder  
dogfi.sh  
[www.dogfi.sh](http://www.dogfi.sh)

## **REGISTER AT**

[www.hie.co.uk/tourism-webinars](http://www.hie.co.uk/tourism-webinars)

## MEET THE EXPERTS

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**LEANNE MALLON**  
**Senior Marketing Manager**  
**Visit Scotland**  
[www.visitscotland.com](http://www.visitscotland.com)

Leanne joined VisitScotland in 2011, specialising in digital marketing. During her time there, she's been involved with various channel activity from Paid Search & SEO, Paid & Organic Social Media, Display Advertising, Email Marketing & Analytics.

Previous positions include over four years agency experience as a Digital Account Director with Bigmouthmedia & LBi (now DigitasLBI), working with international travel clients such as Eurostar, Emirates & Hilton hotels.



**MARTIN ANDERSON**  
**Owner**  
**Craigatin House**  
[www.craigatinhouse.co.uk](http://www.craigatinhouse.co.uk)

Owner of Craigatin House and Courtyard Pitlochry, a 14 bedroom, award winning (Guesthouse of the Year 2016, Scottish Hotel Awards), luxury boutique bed and breakfast, tucked away in secluded wooded grounds in this beautiful Highland Perthshire town.

With backgrounds in corporate sales and marketing, in the worlds of entertainment and luxury goods, Martin and his wife Andrea left the chaos of London behind, and brought a wealth of marketing skills to their new business endeavour. Early adopters of social media, they now manage around eight different channels on a daily basis, with new, regular and former guests from all over the world regularly engaged and interacting with the business.



**MARK HUNTER**  
**Social and Digital Media Expert**  
**Postable Limited**  
[www.postable.co.uk](http://www.postable.co.uk)

Mark Hunter has been working in social and digital media for over 10 years. He was a British podcast pioneer, and has been a professional blogger and digital content creator since 2005.

An expert on social and digital media disciplines, strategies and best-practice, Mark has worked with clients such as Business Gateway and Scottish Enterprise. He has also worked hands-on developing strategies and training for Glasgow Airport, International Beverage, Sheraton Hotel Edinburgh, Bosch and has worked with extensively with Toolstop, a Scottish e-Commerce giant, on its on-line marketing since 2009. He is a director of Postable who provide content coaching and social media management to a variety of businesses.



**ROSS 'TEDDY' CRAIG**  
**Community Manager**  
**The Lane Agency**  
[www.thelaneagency.com](http://www.thelaneagency.com)

Teddy Craig (or Ross if you prefer his 'Sunday name') works across Social and Content strategy at award-winning Edinburgh agency The Lane. He's created successful social media content for top UK and global brands, advised on content strategy and had tweets featured by The Sun, The Metro, The Independent and more.

In his role at The Lane, he works across content strategy for Argyll and the Isles Tourism Cooperative. During the period of this content strategy being in place, organic search traffic and social media followings have both grown significantly.



## **LESLEY WATSON AND MARK TURNER**

**Owners / Guides**

**Solway Tours**

[solwaytours.co.uk](http://solwaytours.co.uk)

Solway Tours are a five star, award winning business offering historic and ancestral tours of Dumfries and Galloway, across Scotland and into Europe. They provide their customers with positive travel experiences delivered with a sense of warmth, friendliness, pride and a passion for promoting Dumfries and Galloway as a high quality tourist destination. They are the founders of #LoveDandG Hour on Twitter.

Both Lesley and Mark are qualified historians and former teachers and have many years' experience of running schools trips within the United Kingdom, Europe and worldwide including leading many WW1 Battlefields trips. Solway Tours pride themselves on making each tour personalised and totally tailored to the clients' interests and requirements.



**NEIL ROBERTSON**

**Turas Digital Marketing and travel blogger**

[www.turasdigitalmarketing.com](http://www.turasdigitalmarketing.com)

[www.travelswithakilt.com](http://www.travelswithakilt.com)

Neil splits his time between consultancy for Turas Digital Marketing and travel blogging his way around Scotland. Having lived and worked in destinations ranging from Brussels to Wuhu in China, travel has always been Neil's ultimate passion. Now based back home in Scotland he continues to grow that passion through his love of Scotland and his blog, Travels with a Kilt.

Going hand in hand with digital marketing, blogging requires expertise in social media, web traffic driving and, of course, high quality content. He also co-created some of the most successful social media projects in the Scottish tourism industry recently, including #Isleathon and the #Scotlanders blogging collaboration.



**RENE LOOPER**

**Social and Digital Media Coach**

Tuminds Social Media

[www.tuminds.com](http://www.tuminds.com)

Rene Looper is the founder of Tuminds Social Media, a company started over 10 years ago to help tourism businesses improve their online sales, presentation and reputation. He's a leading industry expert, advising internationally renowned brands on their online presence, including VisitScotland, National Trust for Scotland, Diageo and RBS.

Closer to home he's helped local companies with social media analytics and strategy. He's delivered workshops for the University of the Highlands and Islands alongside mixing his passions for social media and tourism by judging some of Scotland's hotels' online activity for the Scottish Hotel Awards.



**DAVID SIM**

**Web Developer  
Openbrolly**

[www.openbrolly.com](http://www.openbrolly.com)

With a background in both business and information technology, David Sim has helped communities and tourism businesses make effective use of the internet since the late 1990s.

Today he co-owns software development company and consultancy Openbrolly. He works with business owners to design and develop systems and websites that drive sales, increase awareness and avoid the risks often associated with an online presence. David is a frequent public speaker and has a reputation for being able to communicate technical concepts in plain English.



**ANDREW BURNETT**

**Digital Influencer and Customer Retention  
Specialist - Helleau limited**

[www.andrewburnett.com](http://www.andrewburnett.com)

Andrew has been doing social media longer than he has known it is called social media. Since 2008 people searching for Social Media Scotland have found his website, [andrewburnett.com](http://andrewburnett.com), at the top of Google's pile. Ironically, this demonstrates his SEO ability as opposed to his social prowess.

Andrew helps his clients stick out, which gives his clients' clients something to talk about. Once they are talking, Andrew helps his clients create strategies to further their business goals through social media. For some this means customer retention, building loyalty, fostering advocates or of course advertising and marketing themselves.



**LESLEY WOOD**  
**Digital Marketing and Social Media Consultant**  
**LMW Consulting**  
[www.lmwc.co.uk](http://www.lmwc.co.uk)

Lesley Wood has 27 years business experience, 17 years in digital marketing and social media. Lesley has delivered training over the past 14 years on behalf of Scottish Enterprise, Business Link, Scotland Food and Drink and numerous Business Gateways.

Her clients include The Hideaway Experience, Knockderry House Hotel, Piersland House Hotel, Highland Experience and Whitmuir Organics. She notably audited Visit St Andrew's digital and social media assets, identifying marketing opportunities, supporting the rebranding of the DMO, website and communication channels and designing and implementing a digital strategy to increase visitor engagement and measure the success of the marketing. Lesley is Programme Manager of Digital Tourism Scotland.



**KATHLEEN BROGAN**  
**Managing Director**  
**Mercat Tours**  
[www.mercattours.com](http://www.mercattours.com)

Since graduating as a Mercat Tour guide in 1998, Kathleen has enjoyed a long career as part of Edinburgh's tourism community. Her extensive knowledge and experience of the business let her progress further to full-time Head of Development of the 5-star, award-winning family business in 2010. On the retirement in 2015 of her father Des Brogan, Kathleen assumed the position of Managing Director of Mercat Tours, Mercat Presents and Mercat Tours International leading the team into its record-breaking 30th anniversary year. With a dedicated team, she has established Mercat Tours as market leader in quality, expert-led tours of Scotland's capital, WWI and WWII European battlefields. Her input is sought by local and national strategic bodies including VisitScotland, Scottish Enterprise and Scottish Tourism Alliance.



**JEAN BURKE**

**Marketing Manager  
Mercat Tours**

[www.mercattours.com](http://www.mercattours.com)

Jean has been working in Marketing for a number of years working within advertising agencies, the charity sector and now firmly within Scottish and Edinburgh tourism. Originally from Ireland, Jean came to Edinburgh to study and, like so many others, fell in love with the city. She now uses all that city charm to sell Edinburgh and by extension the wonderful Mercat Tours experience.

Jean has a particular interest in all things digital from content marketing and social media to e-commerce and analytics. Since joining Mercat Tours in 2016 as Marketing Manager, digital has been a strong focus in the company's Marketing Strategy, which has proved a real success.



**JENNIFER KELLY**

**Marketing and Public Relations Manager  
Gordon Castle**

[www.gordoncastlescotland.com](http://www.gordoncastlescotland.com)

After gaining her BA in Media from Robert Gordon University, Jennifer worked extensively in the Aberdeenshire area, generating content for local and international businesses with Tricker PR.

Her work reached across Scotland, building strong foundations for her clients. Her marketing and skills have been more recently applied to her role at the Gordon Estate where Jennifer is the Marketing Manager. Identifying and implementing digital strategies for each section of the estate has been key to recent success, and is vital to the future plans of the company.



**GAVIN NEATE**

**Entrepreneur and Chief Executive Officer  
Neatebox**

[www.neatebox.com](http://www.neatebox.com)

Following 10 years service with The Royal Air Force, Gavin Neate commenced an 18-year career with Guide Dogs as a guide dog mobility instructor. His experiences led him to design a system by which the blind, visually impaired and other pedestrians living with reduced mobility could interact with the environment around them through their smart technology. This has led to an ever-widening scope for alternative smart phone applications utilising proximity aware technology, and has been implemented by Edinburgh Council as an interactive tour down the Royal Mile, giving users an experience that enriches their experience and gives them a story to take away and share with them, without the need for a data connection or mobile signal.



**ROSS TUFFEE**

**Co-Founder  
DOGFI.SH**

[www.dogfi.sh](http://www.dogfi.sh)

Award winning mobile software development company DOGFI.SH Mobile Ltd was co-founded in 2009 by Ross Tuffee and Paul Burrowes. It has quickly become the leader in its field, delivering technical solutions to a number of high profile clients in the travel sector. Their groundbreaking company has delivered enterprise grade mobile solutions for major global travel brands such as TUI Travel (eg, Thomson, First Choice, Crystal Ski, LeBoat & Exodus Travels), enabling them to increase their customer reach and drive richer customer engagement.

In tandem with this expansion of the mobile market, DOGFI.SH has quickly grown from a small start-up to a large team of “mobile passionate” professionals, delivering mobile strategy and enterprise mobile solutions to leading brands across a number of sectors including leisure (Merlin Entertainments and English Heritage), retail (Value Retail, IKEA) and utilities (Network Rail, SSE and SGN).



**FOR MORE INFORMATION  
PLEASE CONTACT**

**Audrey Maclennan**  
**Senior Tourism Manager**

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M +44 (0)7771 730897

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