



*The Suffolk Coast DMO
Conference Programme
Thursday 23 March 2017*

8.45am

REGISTRATION AND NETWORKING

9.30am

WELCOME

Annie Willey, Brand Manager of The Suffolk Coast DMO

9.35am

HOW THE DMO WORKS

Harry Young, Chair of The Suffolk Coast DMO

Achievements over the last 12 months and plans for 2017.

9.45am

NEW MARKET OPPORTUNITIES FOR THE EAST COAST – COASTAL PASS

Samantha Richardson, Director, National Coastal Tourism Academy

An overview of the NCTA's Coastal Pass which opens up new market opportunities for the East Coast. The Pass uses cutting-edge technology, interactive video, to attract visitors from the Netherlands. You will also hear the very latest coastal research to tackle the challenges of seasonality and increase growth in off-peak visitors.

10.15am

FOOD GLORIOUS FOOD!

Katherine Riddell, Chief Operating Officer, Digital Tomorrow Today

**David Wright, Managing Director, The Cake Shop Bakery
and Chair of the Suffolk Young Producers**

Katherine Riddell is co-founder of Digital Tomorrow Today a technology company helping businesses and organisations to do better business over the internet. Katherine and her team have been working with Suffolk Coastal and Waveney District Councils to build, and now upgrade, the East Suffolk Food and Drink Trail platform. The platform enables people to plan food and drink focused days out by promoting key assets, activities, and destinations in the area. Katherine will be joined by David Wright who will discuss how this free tool can help you promote your business.

10.35am

COFFEE BREAK



11.05am

MAKE VIDEO THE KING OF YOUR CONTENT

Beth Lockett, Production Manager, Bruizer Creative Film and Video

Beccie Amer, Hot Gossip Media and Marketing Manager
of The Suffolk Coast DMO

Looking for new ways to connect with your customers? Find out how to create films to grow your business and transform your brand, including how to get the most out of them through digital marketing/social media.

11.25am

THE BIG PICTURE

Xavier Faux, Insights Consultant, VisitEngland

Xavier will be covering the current state of the domestic holiday market, looking in particular at the countryside and seaside destinations, as well as historical trends. He will also present a forward looking insight into the holiday market. He will be looking at the satisfaction and the perception of Suffolk amongst the GB holiday market.

11.55am

10 WAYS TO GET MORE FROM YOUR DMO MEMBERSHIP

Julian Evans, Director, The Suffolk Coast DMO & Attain Solutions Ltd

12.15pm

NETWORKING

with other like-minded business people and coffee.

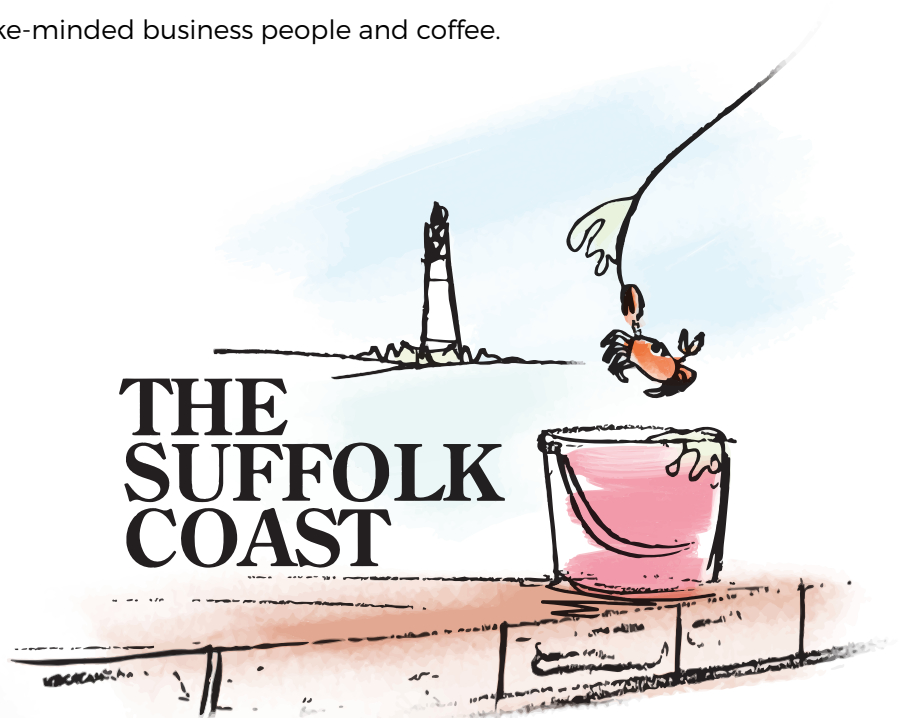
1.00pm

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Thank you to East
Suffolk Food Trails for
supporting this event.

THE SUFFOLK COAST



organisations on hand for advice and information...



THE SUFFOLK COAST DMO

The Suffolk Coast DMO (Destination Management Organisation) is an industry-led, not for profit membership

organisation working to boost the visitor economy, develop the tourism infrastructure and support businesses along our coast.

Whether yours is a small, medium or large organisation, join us and help shape the future of tourism on our coast.

Call 01394 410506, email annie@thesuffolkcoast.co.uk
www.thesuffolkcoast.co.uk



EAST SUFFOLK FOOD TRAILS

Suffolk Coastal and Waveney District Councils were successful with a bid to Defra's 'Championing Great British Food and Drink' Grant Scheme to expand an existing Food and Drink Trails platform enabling people to plan food and drink focused days out by promoting key assets and destinations in East Suffolk.

More information at www.suffolkfoodanddrinktrails.co.uk



BRUIZER CREATIVE FILM AND VIDEO

The Bruizer studios are based in the old Fire Station on Bentwaters RAF. Over the last 12 years Bruizer have travelled all over the globe, involved with many amazing productions from feature films in Amsterdam to documentaries in Bangladesh. We are lucky enough to be able to do what we love... and do it well.

Bruizer is a full service film and video production agency. We produce a wide variety of work for clients including online videos, animated shorts, television & cinema commercials, motion graphics and title sequences. We work with a huge range of organisations from all industries and the variety of work we undertake helps to keep our ideas fresh and innovative.

More information at www.bruizer.co.uk
or call 01394 420440



NATIONAL COASTAL TOURISM ACADEMY (NCTA)

The Coastal Pass is a Discover England Fund Project, funded by VisitEngland.

It's an interactive booking tool that allows travellers to the east coast of England to design their own itineraries and explore this coastline at the click of a button. It condenses the marketing and booking process into one simplified action and spans five counties, from Yorkshire to Essex. It is currently being trialled to visitors from the Netherlands travelling to the ports of Hull and Harwich.

Further information at www.coastalpass.com



SUFFOLK COAST AND HEATHS AONB

"Outstanding Landscapes" are a boost for tourism business, and we at Suffolk Coast & Heaths Area of Outstanding Natural Beauty (AONB) know that it is this sense of place that helps bring visitors to the area and brings them back again!

Call 01394 445225, email catherine.smith@suffolk.gov.uk



THE GREENPRINT FORUM

The Greenprint Forum wants tourism businesses in our area to thrive and to give back to the natural environment which underpins our attractiveness as a County and to support those that look after it.

Call 01394 444747
or email greenissues@eastsuffolk.gov.uk



HOT GOSSIP

Hot Gossip Media specialise in digital tourism marketing; building your brand online and getting your business into the hands of your customers through digital marketing.

Offering services including social media marketing and advertising, Google advertising, online video marketing, copy writing and blogs, and social media training.

More information at www.hot-gossip-social-media.co.uk