

Plymouth Tourism & Visitor Economy **Conference 2019**

It's all about the **experience**

Thursday 28 November 2019, 10am to 4pm
Crowne Plaza Plymouth, PL1 2HJ



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Programme and Speakers

10am
Registration and refreshments



10.45am
Street Factory CIC
Founded in 2007 as a community interest company by Plymouth

College of Art Honorary Fellow, Toby Gorniak MBE, and partner Jo Gorniak, Street Factory CIC is a Plymouth-based hip-hop training organisation for young people, with plans to create a £2 million hip-hop education centre and theatre beside Plymouth School of Creative Arts, in Millbay.



11am
Adrian Vinken, OBE
Chairman of Destination Plymouth and Mayflower 400 National Partnership

Adrian Vinken is Chair of the Mayflower 400 Compact, the partnership responsible for 2020's international programme commemorating the 400th anniversary of the voyage of the Mayflower.

The Compact is made up of 15 destinations from across the UK, the USA and the Netherlands. Adrian is also Chair of Destination Plymouth Limited, the city's tourism and destination-management company.

He is Chief Executive of Theatre Royal Plymouth, the UK's largest regional producing theatre and TR2, its landmark waterfront Production and Learning Centre.



11.10am
Charles Courtenay
Earl of Devon, Patron, Mayflower 400

Patron of Mayflower 400, Charlie lives at Powderham Castle in Devon, which he has cared for since 2015; the Castle has been the Courtenay family home since it was built in 1392, and it enjoys centuries of stories.

Neither Charlie nor his wife AJ trained for the fascinating work they are now doing, so they have spent the past three years learning-on-the-job as they wrestle with the many elements of Powderham's heritage and estate businesses, which they run side-by-side.

They enjoy bringing a fresh American approach to one of England's oldest family homes and businesses.



11.25am
Andrew Stokes
England Director, VisitEngland

Since joining VisitEngland, Andrew has led on the creation and running of the £40 million government funded Discover England Fund.

This fund was designed to work in partnership with Destination Management Organisations (DMO) and the private sector, creating and curating new bookable tourism product that would drive increased international visits to the regions of England, improve the experience and clarity of our tourism offer and make it easier for both the visitor and the distributor alike.



11.45am
Charles Hackett
Chief Executive, Mayflower 400

Charles joined Mayflower 400 as Chief Executive at the start of 2017.

Charles is the principal ambassador for Mayflower 400 in the UK at the senior levels of government and commerce, and the key point of contact for national and international stakeholders and partners in Plymouth.



12pm
Victoria Allen
Marketing and Events Manager, Plymouth City Council

Victoria heads up the Marketing and Events teams at Plymouth City Council, working in close partnership with Destination Plymouth, Mayflower 400, Plymouth Waterfront Partnership and the Plymouth City Centre Company.

Prior to this role, Victoria spent 20 years working in the cultural industries delivering programmes across public and private sectors, most recently as Executive Producer at Theatre Royal Plymouth.



12.20pm
Emma Tatlow
National Visitor Project Manager, Destination Plymouth

Emma is managing the Mayflower 400 international visitor project on behalf of the 11 Mayflower destinations and the US Connections project – a Discover England Fund project promoting 13 destinations with US historic and cultural connections to the US inbound market.

12.45pm
Light buffet lunch and refreshments

Opportunity for delegates to attend the Nancy Astor monument unveiling on Plymouth Hoe at 1pm.



1.45pm
Sadie Deveraux
Head of Acquisition, Tourism Exchange Great Britain

Sadie Deveraux is a hospitality specialist with over 15 years experience managing strategic relationships with businesses spanning the UK, Europe and USA. Sadie specialises in finding solutions to help businesses grow.



2pm
Ruth Powell
Regional Marketing Manager, Great Western Railway

As Regional Marketing Manager for Great Western Railway, Ruth is responsible for overseeing and delivering the regional marketing, partnerships and sales activity across Devon, Cornwall and parts of Somerset.



2.15pm
Richard Veal
Managing Director, Simpleview

Founded through the merger of the US parent company Simpleview Inc. with New Mind in November 2018, the company has extensive experience in the provision of e-tourism solutions and currently works with over 900 destinations across the world.



2.35pm
Mark Howell
Marketing & Communications Director, Mayflower 400

Mark co-ordinates the communications for the Mayflower 400 project and its partners alongside Plymouth sector PR including marine, destination and creative. Previously he worked with Glasgow, London and the Gold Coast, Australia on city promotion around major events including Olympic and Commonwealth Games.



2.50pm
Phil Gibby
South West Regional Director, Arts Council England

Phil Gibby is Arts Council England's Director for the south west. Arts Council England is a public body which advocates for, develops and invests in cultural activity across the country.

In his role, Phil manages relationships with politicians, local government, universities and other key partners, as well as overseeing an annual investment budget of approximately £40 million into cultural organisations across the region.

Phil speaks regularly to local, national and international audiences on issues such as culture and regeneration, corporate social responsibility, and the role of arts and culture in developing the night-time economy.



3.10pm
Andrew Woodward
Director of Travel and Tourism, Quality In Tourism

Andrew is an award-winning travel and tourism professional who

brings experience at the highest levels of international tour operating, international and domestic destination marketing agencies as, chief executive of Farm Stay UK and now as an advocate of quality development and business support.

Since July 2017 Andy has been working with Quality In Tourism to help develop modern assessment schemes and consultancy programmes for all sectors of the hospitality industry, including the first government recognised scheme under Primary Authority, called Safe, Clean and Legal™.



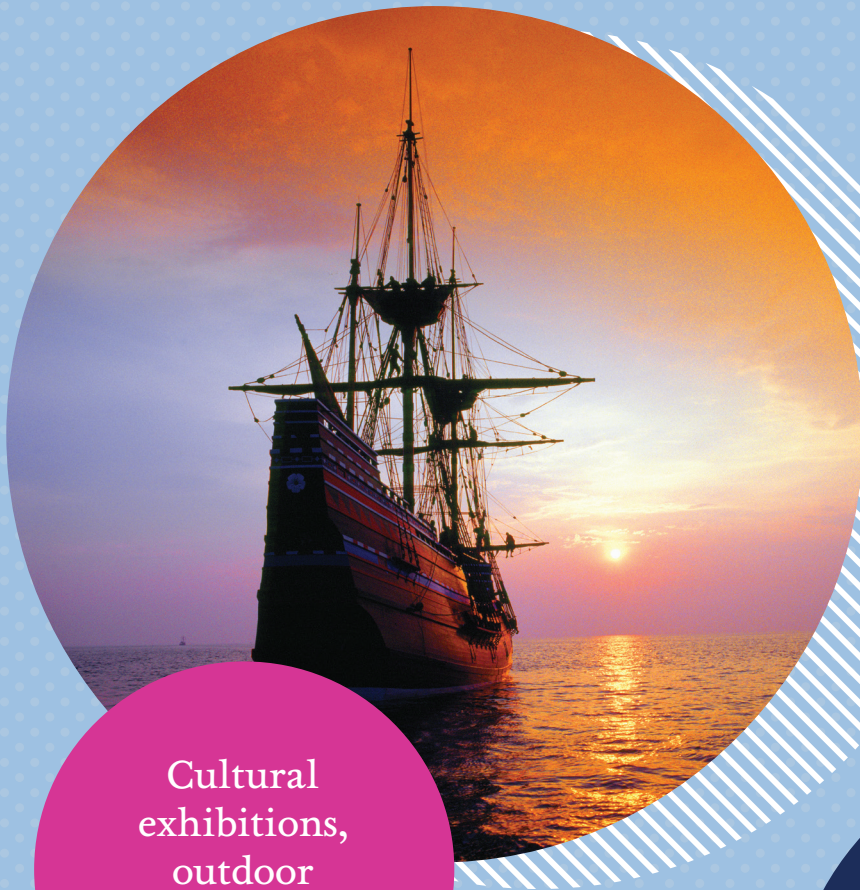
3.30pm
Amanda Lumley
Executive Director, Destination Plymouth

With over 25 years' experience in destination management and marketing, Amanda Lumley is Executive Director for Destination Plymouth Ltd, the formally recognised DMO for Plymouth.

She is a Board Director and Vice President of the Tourism Management Institute, Member of the Tourism Society and a Fellow of the Chartered Institute of Marketing.

4pm Conference ends

Delegates are warmly invited as guests to Illuminate, the opening event of the Mayflower 400 commemorations at Ocean Studios, Royal William Yard from 6pm onwards. It is highly recommended that guests use public transport to and from Royal William Yard as there will be no visitor parking on site. Water taxis are running to Royal William Yard from the Barbican and vouchers are available at the conference for those wishing to use this method of transport.



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Mayflower 400:
an exciting year
of events in 2020
commemorating
the journey of the
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