



# THE TOURISM SYMPOSIUM KENT

Connecting to the Future  
2 June 2015

Colyer-Fergusson Music Building, University of Kent

Exclusive rate  
**£35**  
for Kent students  
and staff



The Tourism Symposium 2015 brings together industry professionals from all over the UK to connect and contribute to the big infrastructure debate. Be part of the only national event dedicated to propelling sustainable tourism growth.

Day two of the symposium is being held at the Colyer-Fergusson. **University of Kent staff and students have been offered an exclusive rate of £35 per person to attend (full rate £155).** This covers attendance to the plenary session as well as refreshments throughout the day, including a 'Taste of Kent' lunch.

## Tuesday 2nd June

Colyer-Fergusson, University of Kent

### 8.30 Registration and Coffee

### 9.15 Welcome

Sandra Matthews-Marsh MBE,  
Tourism Society & Visit Kent

### 9.25 Keynote – The Future for Tourism

Wayne Hemingway &  
Eddie Kemsley, Dreamland

### 9.45 Digital Futures

Nick Hall, Digital Tourism Think Tank

### 10.20 Connecting to Quality

Panel Chair -  
Sally Balcombe, VisitBritain  
Hugo Fenwick, Fenwick Ltd  
James Lohan MBE, Mr & Mrs Smith  
Wendy Spinks, HS1

### 10.45 What's the Future for Destinations? Do DMOs have a future?

Panel Chair -  
Deirdre Wells OBE, UKinbound  
Manon Antoniazzi, Visit Wales  
Malcolm Bell, Visit Cornwall  
Tim Manson, Marketing Birmingham  
Louise Stewart, VisitEngland

### 11.20 Coffee, networking and exhibition

### 11.50 What's the attraction?

Louise Dando, English Heritage  
David Testa, London Paramount

### 12.20 Connecting to the people of the future

Rosemary Shrager, Chef and Cookery Teacher

### 12.35 A Taste of Kent Lunch, networking and exhibition

### 13.50 Keynote Speaker

Sir Peter Bazalgette, Arts Council England

### 14.10 Cultural Destinations update

Usha Mistry, Lakes Culture  
Victoria Pomery OBE, Turner Contemporary  
Sarah Dance, Culture Kent  
Paul Bristow, Arts Council England  
Lyndsey Swift, VisitEngland

### 14.50 What's the future for transport in Britain?

Panel Chair -  
Steven Norris, Former MP & Transport Minister  
Paul Kehoe, Birmingham Airport  
David Statham, Southeastern Trains  
Tim Waggott, Port of Dover

### 15.40 Close

Sandra Matthews-Marsh MBE

## BOOK YOUR PLACE

With Laura: L.K.Evans@kent.ac.uk

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