

8.45am – 9.30am. Arrival and networking

9.30am – 12.45pm. Morning session.

**Welcome Address:** Sheona Southern, Managing Director, Marketing Manchester

**Video presentation: How Brand Manchester is currently performing against global indices:** The Business of Cities

**How Greater Manchester is performing as a visitor destination:** Dr Roger Carter MBE, Managing Director TEAM

**The Truth about Age:** Jamie Peate, Global Head of Retail Strategy, McCann

**What's happening in international tourism with reference to the US market?** Gavin Landry, Director, The Americas, VisitBritain

**Manchester's hotel and hospitality industry will look like this in ten years' time...** Michael Sheldon, General Manager, Clayton Hotel Manchester Airport

11am – 11.30am Coffee and networking

**Manchester's conference and events sector will look like this in ten years' time...** Simon Jones, Sales Director, EventCity

**TXGB: 5 reasons to get connected to TXGB, the new global distribution platform for tourism suppliers** James Berzins, Director, TXGB

**Workshops – opportunities to grow the visitor economy:**

- **Influencer Marketing 101: are you under the influence?** Andy Parkinson, Communications Manager, Marketing Manchester and Marianne Fakinos, Senior Global Influencer Manager at VisitBritain
- **Introducing...the official sightseeing pass for Greater Manchester.** Thomas Stephenson, Visitor Pass Manager, Marketing Manchester
- **Competing for business: making the most of Manchester.** Dr Roger Carter, MBE, Managing Director, TEAM Consulting
- **An introduction to Ctrip and the behaviour of Chinese visitors.** Poppy Peng, Market Manager, UK & Nordic, Ctrip

12.45pm-1.30pm Lunch and networking

1.30pm – 16.00pm Afternoon session

**Manchester's cultural offer will look like this in ten years' time...** Sally MacDonald, Director, Science and Industry Museum, Manchester

**Sheona Southern, 'In conversation with Darren Henley, CEO of the Arts Council.'**

**Panel Session: Developing Music Tourism.** Chaired by Shain Shapiro, Co-Founder and CEO, Sound Diplomacy. Panellists include Sacha Lord, GMCA Night Time Economy Advisor, Co-Founder of Parklife Festival and The Warehouse Project; James Allen, General Manager, Manchester Arena; Rose Gill, Managing Director, Manchester Music Tours; Steve Mead, Artistic Director, CEO and Co-Founder, Manchester Jazz Festival; Emma Zillman, Programme Director, From the Fields.

2.35pm-2.55pm Afternoon tea break and networking

**The importance of the visitor economy to Greater Manchester** - Andy Burnham, The Mayor of Greater Manchester

**Manchester's public transport offer will look like this in ten years' time...** Sam Li, Senior Innovation Officer, TfGM

**Global Case Study - Barcelona Tourist Tax – how it works.** Silvia Susana Flores, International Relations Coordination, Barcelona Tourism

**Looking towards the horizon - thinking about the future experiences for audiences and visitors** - Dr Adrian Woolard, Head of Future Experience Technologies, BBC Research & Development

4pm Conference closes

*NB. The programme is subject to change, and Marketing Manchester reserves the right to amend the conference programme as necessary.*