



## Conference Programme – 7<sup>th</sup> October 2021 – QEII Centre, London

Updated as at 22<sup>nd</sup> September

08.45 Registration & Coffee

09.30 Welcome by Conference Chairman

Chairman: **Paul Kelly**, Chief Executive, BALPPA, the British Association of Leisure Parks, Piers & Attractions

09.35 Message from the Tourism Minister

**Nigel Huddleston MP**, Minister for Sport & Tourism, DCMS

09.40 Repair, Recover, Renew

Speaker: **Bernard Donoghue**, CEO & Director, ALVA, the Association of Leading Visitor Attractions

10.20 Keynote Speech

Speaker: **Nick Varney**, Chief Executive, Merlin Entertainments

10.50 Market Insights Briefing

Speakers: **Richard Nicholls**, Head of Research & Forecasting, VisitBritain  
**Jon Young**, Research Director, BVA BDRC

11.15 Tea & Coffee Break, Networking & Exhibition

11.45 Destination Management Organisations: A Fresh Approach

Speaker: **Nick de Bois**, Chair, VisitEngland

12.05 The Big Interview: Don't Cop Out! The Sustainability Challenge for UK Attractions

Chair: **Liz Terry MBE**, Managing Editor, Attractions Management

Interviewing: **Hilary McGrady**, Director General, the National Trust

#### 12.40 Maximising Digital Sales – a case study

Speaker: **Kathryn McDowell CBE**, Managing Director, London Symphony Orchestra

#### 13.00 Lunch, Networking & Exhibition

#### 14.00 Recovery Markets for Attractions, 2022 & beyond

Speakers: **Anthony Rawlins**, Chief Executive, Digital Visitor

**Laura Ashby**, Events Manager, Oxford University Museum of Natural History

**Wendy Hartley-Scarff**, CEO, Assn. of Group Travel Organisers

#### 14.50 Tik-Tok, time flies! Digital Marketing for Attractions

Speakers: **Andy Headington**, CEO, Adido

**Carol King**, Director of Programmes, Black Country Living Museum

#### 15.20 Tea & Coffee Break, Networking & Exhibition

#### 15.50 Tourism Alliance Policy Update & Legal Briefing

Speakers: **Kurt Janson**, Director, The Tourism Alliance

**Ami Naru**, Partner, Travlaw

**Emma Shakespeare**, Partner, Travlaw

#### 16.20 The VAC Power Panel: The Battle for Talent

Chair: **Bernard Donoghue**, CEO & Director, ALVA

Panellists: **Kate Nicholls OBE**, Chair, the Tourism Alliance & CEO, UK Hospitality

**Barbara Smith**, General Manager, Johnnie Walker Princes Street Visitor Experience

#### 16.55 Closing Remarks

Chairman: **Paul Kelly**, Chief Executive, BALPPA, the British Association of Leisure Parks, Piers & Attractions

#### 17.00 to 18.30 Conference Reception – all are welcome

The programme will evolve still further and may be subject to change without prior notification