



UKINBOUND
THE VOICE OF INBOUND TOURISM

UKinbound Annual Convention 2020 - Bristol

'Innovation and Collaboration'

Programme

(please note that content, timings and format may be subject to change)

WEDNESDAY 05 FEBRUARY - MERCURE BRISTOL GRAND HOTEL

10:00 Delegate Registration

Conference folders sponsored by Travlaw

11:15 Welcome from UKinbound & Marvin Rees, Mayor of Bristol

11:30 Annual General Meeting/Chairman's Address

12:30 In conversation with Patricia Yates, Director, Strategy & Communications of VisitBritain/VisitEngland - an onstage interview with Pippa Jacks, Group Editor, TTG Media

13:00 Informal Buffet Lunch

14:00 Keynote: Bruce Daisley, Former VP (EMEA), Twitter

Sponsored by BODY WORLDS London

15:00 Refreshment Break

15:30 Panel Debate - moderated by Daniel Pearce, CEO, TTG Media

Sponsored by Layered Reality™

- Bruce Daisley, Former VP (EMEA), Twitter
- Luuc Elzinga, CEO, Tiqets
- Merilee Karr, Chair, Short Term Accommodation Association
- Alistair Handyside, Chair, South West Tourism Alliance
- Fiona Pollard, Chair, Roman Baths Foundation

16:30 Free time and coach transfers to Mercure Bristol Holland House

18:30 Coach transfers to Informal Networking Evening

19:00 Informal Networking Evening – with optional film & tv themed fancy dress competition

Sponsored by Meet Bristol & Visit Bristol

Fancy dress competition sponsored by made.

Don't forget to wear your film & TV themed outfit to be in with a chance to win 2 tickets to a screening at the London Film Festival or BFI LGBTQ+ Flare Film Festival, with overnight stay in Central London.

From Coach transfer to hotels

22:30



UKINBOUND
THE VOICE OF INBOUND TOURISM

UKinbound Annual Convention 2020 - Bristol

‘Innovation and Collaboration’

Programme

(please note that content, timings and format may be subject to change)

THURSDAY 06 FEBRUARY - MERCURE BRISTOL GRAND HOTEL

08:30 Coach transfers to Mercure Bristol Grand Hotel

09:00 B2B workshop registration & welcome presentations

09:45 B2B Workshop

Sponsored by Coal Drops Yard, Kings Cross

Please refer to your B2B itineraries for your appointment times (the workshop will also include a 30 minute free flow session).

During the workshop, local suppliers will be exhibiting in the Marlborough Suite.

Travlaw are running a free Legal Clinic in the Marlborough Suite for delegates who wish to discuss any legal issues, with no obligation. Drop-in sessions available throughout the day

11:20 Refreshment Break

11:40 B2B Workshop continued

13:00 Lunch

Sponsored by Liverpool Football Club Stadium Tour & Experiences

14:00 B2B Workshop resume

15:30 Refreshment Break

16:00 Marketing Seminar - moderated by Gary Grieve, Capela Training

- Lorraine Fowler, Allways Media - *How to connect with your customers*
- Marianne Fakinos, VisitBritain - *Integrating influencer marketing into your digital strategy*
- William Kallaway, Kallaway PR - *Maintaining Momentum*

16:00 Buyer/Supplier Workshops - moderated by Kathryn Davis, Head of Tourism, Destination Bristol and Patrick Richards, Board Director, ETOA and Nordic Tourism Collective.

17:00 Free time & coach transfers to Mercure Bristol Holland House

18:45 Coach transfers to Gala Dinner

19:30 Awards of Excellence Gala Dinner - Aerospace Bristol

Sponsored by Bristol Airport

From Coach transfers to hotels

23:00

FRIDAY 07 FEBRUARY - FAMILIARISATION VISITS

09:00 Breakfast Reception - Brunel's SS Great Britain

Coach transfers will be provided from both hotels. Please note all [fam trips](#) will depart from the SS Great Britain.