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EVENT SCHEDULE: TALENT CONFERENCE, 7 FEBRUARY GRAND CENTRAL, GLASGOW

09:00	REGISTRATION OPENS				
09:30	JENNIFER REOCH OPENS PROCEEDINGS				
09:35	WELCOME WITH DAVID COCHRANE, CEO, HIT SCOTLAND				
09:45 – 10:15	SALLYANN TINDALL, SCOTTISH ENTERPRISE 'Developing the Visitor Experience in Glasgow: Sharing the opportunities, challenges and highlights of working in the City to attract one million more visitors'				
10:15 – 10:45	CAL MAJOR, CAMPAIGNER 'Promoting Positive Change: Inspiring Change with Paddle Against Plastic'				
10:45 – 10:55	A WORD FROM OUR SCHOLARS: CASE STUDIES Murray Thomson, Blythswood Square Hotel Iain Baillie, Tantrum Doughnuts				
10:55 – 11:25	REFRESHMENT BREAK				
11:25	TRANSITION TO WORKSHOP/SEMINAR ROOMS				
11:30 – 12:10	<p>CAL MAJOR Goal Setting Why Set Goals?</p> <p>Top-level athletes, successful businesspeople and achievers in all fields all set goals. Setting goals gives you long-term vision and short-term motivation. It focuses your acquisition of knowledge and helps you to organise your time and your resources so that you can make the most of your life. Cal will share some of her own techniques when it comes to successful goal setting.</p>	<p>DANIEL MCINTYRE Megatrends Impacting Scottish Tourism to 2025</p> <p>Today's environment of fast-paced change makes it more challenging than ever to keep up with competitors. Megatrend analysis helps businesses better anticipate market developments and lead both incremental and disruptive change for their industries.</p>	<p>DALE MACPHEE & VALERIE LEDERER Defining Success Leadership</p>	<p>ANTHONY WOODCOCK Hospitality in Crisis...?</p> <p>It's clear that we are now operating in some of the toughest times the industry has seen. Margins are being squeezed, competition is stiff and we are struggling to recruit and attract/retain talent.</p> <p>Challenges are things we rise to not walk away from and now is the time to work smarter and bolder than ever before to ensure the hospitality industry continues to thrive in the future.</p>	<p>JULE GRIEVE Bums on Seats to Heads on Beds: A Leadership Story</p> <p>Julie Grieve is the CEO & Founder of CritonJulie Grieve is the CEO & Founder of Criton, a hospitality technology business she founded 3 years ago. She will be sharing how she progressed in her career, from bums on seats to heads on beds to setting up a tech start up. She will discuss the leadership challenges she has faced and overcome and her top ten leadership tips including how to deal with having a particularly bad hair day! Come prepared to share your thoughts on the leadership traits you think are transferrable and those that make for a stand out leader.</p>
12:10	TRANSITION TO WORKSHOP/SEMINAR ROOMS				



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<p>12:15 – 12:55</p>	<p>CAL MAJOR Why Set Goals?</p> <p>Top-level athletes, successful businesspeople and achievers in all fields all set goals. Setting goals gives you long-term vision and short-term motivation. It focuses your acquisition of knowledge and helps you to organise your time and your resources so that you can make the most of your life. Cal will share some of her own techniques when it comes to successful goal setting.</p>	<p>DANIEL MCINTYRE Megatrends Impacting Scottish Tourism to 2025</p> <p>Today's environment of fast-paced change makes it more challenging than ever to keep up with competitors. Megatrend analysis helps businesses better anticipate market developments and lead both incremental and disruptive change for their industries.</p>	<p>DALE MACPHEE & VALERIE LEDERER Defining Success Leadership</p>	<p>ANTHONY WOODCOCK Hospitality in Crisis...?</p> <p>It's clear that we are now operating in some of the toughest times the industry has seen. Margins are being squeezed, competition is stiff and we are struggling to recruit and attract/retain talent.</p> <p>Challenges are things we rise to not walk away from and now is the time to work smarter and bolder than ever before to ensure the hospitality industry continues to thrive in the future.</p>	<p>JULE GRIEVE Bums on Seats to Heads on Beds: A Leadership Story</p> <p>Julie Grieve is the CEO & Founder of Criton. Julie Grieve is the CEO & Founder of Criton, a hospitality technology business she founded 3 years ago. She will be sharing how she progressed in her career, from bums on seats to heads on beds to setting up a tech start up. She will discuss the leadership challenges she has faced and overcome and her top ten leadership tips including how to deal with having a particularly bad hair day! Come prepared to share your thoughts on the leadership traits you think are transferrable and those that make for a stand out leader.</p>
<p>12:55 - 1:50</p>	<p>LUNCH SERVED</p>				
<p>1:50</p>	<p>TRANSITION TO WORKSHOP/SEMINAR ROOMS</p>				
<p>1:50- 2:30</p>	<p>PROF TERRY STEVENS In Search Of The Alchemists – Securing The Talent Necessary To Deliver World-Class Tourism Destinations.</p> <p>This session will look at international best practice and strategies for human resource and talent development that are emerging and how they are aligned to meeting the demands of a new generation of tourism destinations.... And shedding light on some real surprises.</p>	<p>SIMEON ROSSET The Art of Exemplary Service</p> <p>Have you ever wondered what it is like to be a butler in the 21st Century? Simeon Rosset has served some of the world's biggest celebrities including Luciano Pavarotti, Bono and Sir Cliff Richard. Simeon now runs a butler school in Scotland and will explore what it takes to truly deliver exemplary service.</p>	<p>JULIA MACGREGOR Content Creation 101</p> <p>At a time when brands need to fight harder than ever before to engage with customers and secure space in our news feeds, what makes great content and why should you be creating it?</p>	<p>BLAIR BOWMAN 'Light the spark' in your staff</p> <p>Do you want your team to take the initiative more? What would it take to get your team curious, engaged and more active in your business? Using the research we've done with Quenchable (an exciting hospitality project) we'll be exploring what you can do to light the spark in your team.</p>	
<p>2:30</p>	<p>TRANSITION TO WORKSHOP/SEMINAR ROOMS</p>				



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<p>2:35- 3:15</p>	<p>PROF TERRY STEVENS In Search Of The Alchemists – Securing The Talent Necessary To Deliver World-Class Tourism Destinations.</p> <p>This session will look at international best practice and strategies for human resource and talent development that are emerging and how they are aligned to meeting the demands of a new generation of tourism destinations.... And shedding light on some real surprises.</p>	<p>SIMEON ROSSET The Art of Exemplary Service Have you ever wondered what it is like to be a butler in the 21st Century? Simeon Rosset has served some of the world's biggest celebrities including Luciano Pavarotti, Bono and Sir Cliff Richard. Simeon now runs a butler school in Scotland and will explore what it takes to truly deliver exemplary service.</p>	<p>JULIA MACGREGOR Content Creation 101 At a time when brands need to fight harder than ever before to engage with customers and secure space in our news feeds, what makes great content and why should you be creating it?</p>	<p>BLAIR BOWMAN 'Light the spark' in your staff</p> <p>Do you want your team to take the initiative more? What would it take to get your team curious, engaged and more active in your business? Using the research we've done with Quenchable (an exciting hospitality project) we'll be exploring what you can do to light the spark in your team.</p>
<p>3:15 - 3:35</p>	<p>REFRESHMENT BREAK</p>			
<p>3:35 – 4:05</p>	<p>HELENA LANGDON, HEAD OF DIGITAL & COMMUNITIES AT INNOCENT 'How to talk to people on the internet: Keeping it human in the digital age'</p>			
<p>4:05 - 4:35</p>	<p>ROB FORKAN, FOUNDER, GANDYS 'Journey from Survival to Success'</p>			
<p>4:35</p>	<p>ANNOUNCEMENT OF THE FAIRLIE SCHOLARSHIP</p>			
	<p>SCHOLAR PRESENTATIONS WITH DAVID COCHRANE, CEO HIT SCOTLAND</p>			
<p>5:00</p>	<p>OFFICIAL CLOSE WITH PAUL BRAY, TALENT CONFERENCE COMMITTEE CHAIR</p>			
<p>5:00– 6:00</p>	<p>DRINKS & DJ</p>			