LONDON CULTURAL TOURISM WORKSHOP

Tuesday 30 June 2015

9.30  Arrival and registration

10.00 Introduction from Chair
      James Drury, Editor, Londonist

10.10 Welcome
      Munira Mirza, Deputy Mayor for Education and Culture

10.20 Keynote Speech
      Noel Penzer, Managing Director, Time Out Europe

11.00 Culture Presentation
      Tim Reeve, Chief Operating Officer, Victoria & Albert Museum

11.30 Tourism Presentation
      James McClure, General Manager, Airbnb UK & Ireland

12.00 Panel Discussion + Q&A
      Round table discussion with speakers

12.30 Lunch

13.30 Breakout Sessions

Maximising Press & PR
      Led by London & Partners and VisitBritain

Connecting People & Places
      Led by Transport for London (TfL)

Creating Memorable Experiences
      Led by Association of Leading Visitor Attractions (ALVA)

16.00 Panel Discussion + Q&A
      Sandie Dawe CBE chairs with Bernard Donoghue (ALVA),
      Chris Gottlieb (London & Partners) Chris Macleod (TfL),
      Joss Croft (VisitBritain) and Joyce Wilson (Arts Council England)

16.45 Summary and close

17.00 Networking and drinks

OFFICIAL MEDIA PARTNER

the guardian
      culture professionals network