

# Agenda



\*Please note may be subject to change

| Time            | Tuesday 11th February - Tewkesbury   |
|-----------------|--|
| 9:00am          | Registration (Refreshments)  |
| 10:00am         | Welcome: Matt Smith - Programme Manager River Severn Partnership and Cllr David Gray - Cabinet Member for Environment, Economy and Planning, Gloucestershire County Council  |
| 10:15am         | Introduction from Cllr Chris Brant, Chair of Cotswolds Plus Local Visitor Economy Partnership Management Board   |
| 10:30am         | Vicky Parr, VisitEngland: Benefits and barriers of digital technology to support the tourism sector.   |
| 10:45am         | Keynote Speaker - Adam Henson, owner Cotswold Farm Park, author and BBC television presenter.  |
| 11:15am         | Break (Refreshments)   |
| 11.30am         | Inspirational Initiatives 1: Utilising digital solutions for your business/attraction - Swanage Railway (Colin Wood, Dorset Council)   |
| 11:50am         | Inspirational Initiatives 2: Bringing historical venues into the digital age - Roman Baths, Bath, Somerset (James Kellock, Telet)  |
| 12.10pm         | Inspirational Initiatives 3: Overcoming issues with wireless technology to boost the tourism economy in rural areas (Guy Middleton, Borderlands 5G/Peter Najm, AWTG)   |
| 12:30pm         | Lunch (Meet and Greet opportunity with Adam Henson)  |
| 1:30pm - 3:00pm | Breakout Sessions: <ul style="list-style-type: none"><li>• Improving Connectivity</li><li>• Digitising Business Processes</li><li>• Introduction to the latest technology including AR, AI and holograms</li><li>• Bringing AI into your business</li><li>• Digital Placemaking / Wayfinding</li><li>• Ask the Expert</li></ul> (Refreshments served at 3pm) |
| 3:45pm          | Closing Plenary  |
| 4:00pm          | Close  |

Many thanks to our speakers, exhibitors and Local Visitor Economy Partnerships for supporting the Digital Tourism Conference 2025

