



Wild Scotland Conference 2011

Your Business, Our Future

Perth Concert Hall - Tuesday 6th December 2011

This year has been an important one for Wild Scotland. Along with being the Year of Active Scotland, it has also seen the merger of Activity Scotland with Wild Scotland to become *the* adventure and nature-based tourism association.

This year's conference looks to the future of the industry, the challenges and opportunities facing us and how we as an industry can support and strengthen the products we offer.

As the only event specifically for the nature-based & adventure tourism sectors, we offer a unique opportunity for the industry to come together, network and discuss current issues facing us all.

This year we are delighted to welcome Chris Tiso, Chief Executive of leading outdoor retailer Tiso Group, who will share his insights on building a successful business, and the future of the sector.

Delegate Rates

Wild Scotland Members

Early Bird	£55.00
Full Rate	£70.00

Non-members

Early Bird	£85.00
Full Rate	£95.00

GTBS members qualify for WS member rates.

Exhibitors

Exhibition space & 1 delegate place	£250.00
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Please contact Wild Scotland for more details.

*All above prices subject to VAT

Register online at
www.wild-scotland.org.uk

Conference Programme

10.15 - 10.30	Welcome: Ben Mardall, Wild Scotland Chair
10.30 - 11.00	Tiso and the Outdoors - Our future together: Chris Tiso, Chief Executive, The Tiso Group
11.00 - 11.30	Adventure Tourism in Scotland: Paul Easto, Chief Executive, Wilderness Scotland
11.30 - 12.30	Shaping the Future: facilitated by Thomas McGonigle, Dal-Riata
12.30 - 13.30	Lunch
13.30 - 14.30	Panel Discussion: Future of Nature-based Tourism in Scotland
14.30 - 14.45	Coffee Break
14.45 - 15.15	A Green Industry?: Andrea Nicholas, Green Business UK
15.15 - 15.50	Reflections on Scotland: Guy Grieve, Ethical Shellfish Company & Outdoorsman
15.50 - 16.00	Summing Up & Close

Conference registration will open at 9.45am. Tea and coffee will also be available from this time.

The 2011 Conference will be preceded by Wild Scotland's Annual General Meeting which will begin at 9.30am for Wild Scotland members.

Our thanks to Perth & Kinross Council for their support of the event.





About our Speakers

Our Speakers

Chris Tiso – Chief Executive, Tiso Group Limited

As Chief Executive of Scotland's leading outdoor clothing and equipment retailer Tiso Group Limited, Chris Tiso oversees an annual turnover of around £34 million from the groups 25 stores in the UK. The group employs approximately 500 people and includes the well-known Tiso, Alpine Bikes and George Fisher brands. The company also have ambitious plans for expansion, with new stores opening under Tiso's Outdoor Experience concept.

Since taking over the day-to-day running of the family business, Chris Tiso has overseen the growth of the business from five shops to its current position. Along with other business ventures, Chris is also an active supporter of the Sandpiper Trust, the John Muir Trust and Seafarers UK and has interests in sailing, contemporary art and exploring wild places.

Web: www.tiso.org.uk

Paul Easto – Chief Executive, Wilderness Scotland

Following a career change in 2002, Paul Easto co-founded Wilderness Scotland after recognising the world-class potential of Scotland to be an adventure travel destination. Wilderness Scotland has grown to establish a market leading reputation for high quality and innovative adventure experiences in the wild places of Scotland. Through its commitment to sustainable tourism, Wilderness Scotland has been ranked No.1 in Europe by National Geographic in the Best Adventure Travel Companies on Earth and recognised as the Best Green Tour Operator in the World Travel Awards.

Currently Chief Executive of Wilderness Scotland, Paul is on the Advisory Board of the Adventure Travel Trade Association and is a member of the Scottish Tourism Industry Leadership Group.

Web: www.wildernessscotland.com

Andrea Nicholas – Managing Director, Green Tourism Business Scheme

Originally trained as a landscape architect, Andrea Nicholas is co-founder of the Green Tourism Business Scheme. It is the only green certification programme endorsed by all of the UK's National Tourism Agencies and since its start in Scotland in 1997, now covers all of the UK & Ireland. It is also largest green tourism certification of its kind in the world with over 2400 members. During the past 14 years Andrea has assisted in the development of green networks and certification programmes in Europe, New Zealand, Sweden and Canada.

Web: www.green-business.co.uk

Guy Grieve – Owner, The Ethical Shellfish Company

To merely call Guy Grieve an outdoorsman in an understatement, journalist, author, TV presenter, sail boat skipper, scallop diver, adventurer and family man come close to covering all bases within his life. From living solo in the wilderness of Alaska for a year, to climbing one of the world's tallest trees and sailing with his family from Venezuela to Scotland, Guy has never been shy of an adventure, but no previous challenge has been greater than the one that lies before him, the successful running of a highly ethical fishing business, supplying some of the best chefs in the UK.

Web: www.ethicalshellfishcompany.co.uk

Our Panellists

Peter Cairns – Renowned nature and conservation photographer Peter Cairns is founder and director of Northshots Photography, and is also a director of Wild Scotland.

Web: www.northshots.com

Richard Cooke – Convenor, National Access Forum, the advisory body established by Scottish Natural Heritage to advise on Scottish access rights at a national level.

Web: www.outdooraccess-scotland.com/access-forum/

Sarah Troughton – Chair of the Scottish Country Sports Tourism Group, a group set up with public and private partners to develop and promote Scotland's exceptional country sports.

Web: www.countrysportscotland.com

Neil Lapping – Managing Director, Macs Adventures, specialising in self-guided walking and active holidays in the UK and Europe.

Web: www.macsadventure.com

Wild Scotland

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