

8 MARCH 2019

WILD SCOTLAND ANNUAL INDUSTRY CONFERENCE

FULL PROGRAMME




Scottish Natural Heritage
Dualchas Nàdair na h-Alba
nature.scot



STM2019

#STM2019



WILD SCOTLAND
IS NOW!

WILD SCOTLAND ANNUAL CONFERENCE

THE ONLY CONFERENCE IN SCOTLAND FOCUSING ON WILDLIFE AND
ADVENTURE TOURISM

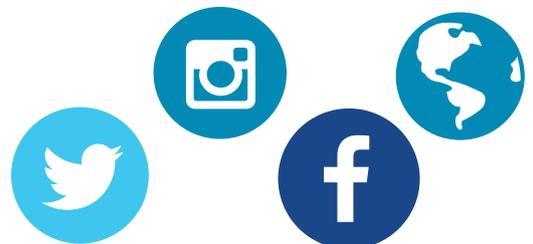
The Wild Scotland Annual Conference will take place during 'Scottish Tourism Month' and will be held for the first time at The Birnam Arts & Conference Centre in Perthshire. Offering a central location with direct links from Edinburgh, Glasgow and Inverness by rail.

This is the must attend event of the year for anyone working in or associated with Wildlife and Adventure Tourism in Scotland! Not only will there be a range of inspiring and interesting speakers, but there will be plenty of opportunities to network over lunch and refreshments with like-minded folk throughout the day.

Whether you are an individual running a business in a remote corner of Scotland or you are a student interested in the future of Wildlife and Adventure Tourism in Scotland then this event is for you.

Be motivated, be inspired and engage with your sector at the Wild Scotland Annual Conference and find out why 'Wild Scotland Is Now'...

[Buy Tickets on Eventbrite](#)



FULL PROGRAMME

08.45 - 09.30 REGISTRATION AND EXHIBITION

09.30 - 09.35 Ben Mardall, Wild Scotland Chair

09.35 - 09.45 Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs

09.45 - 10.00 Ben Mardall, Wild Scotland Chair - Wild Scotland Is Now

10.00 - 10.50 Ness Knight, Explorer and Conservationist

10.50 - 11:15 REFRESHMENTS & NETWORKING

11:15 - 11.45 Peter Cairns, Scotland: The Big Picture
What is Rewilding?

11.45 - 12.15 Chris Greenwood, VisitScotland, Senior Tourism Insight Manager – Trends and opportunities for the Adventure Tourism Sector

12.15 - 12.45 Gordon Black, Digital Tourism Scotland
A guide to Digital Tourism in today's world

12.45 - 13:45 LUNCH - EXHIBITION TIME

13.45 - 14.35 Alastair Humphreys, British Adventurer, author and blogger...

14.35 - 14.55 Andy Malcolm, Glenesk Wildlife - Through the eyes of a gamekeeper and wildlife guide

14.55 - 15.15 Neil Lapping, CEO Macs Adventure - From the kitchen table to a market leading active tour operator

15.15 - 15.55 PANEL DISCUSSION

15.55 - 16.05 Round up of the day

16.05 - 16:30 EXHIBITION AND NETWORKING



OUR SPEAKERS



FIONA HYSLOP

Fiona Hyslop is the Cabinet Secretary for Culture, Tourism and External Affairs.

BEN MARDALL

Chairman of Wild Scotland.

Ben's enthusiasm for wildlife and the countryside has influenced his career and personal life. He brings a wealth of experience in wildlife tourism, including Head Ranger at the Scottish Deer Centre in Fife, Tourism & Commercial manager for Buccleuch Estates, in the Scottish Borders and running his own Rural Tourism Consultancy, across Scotland. Ben is currently working with the Falkirk Community Trust, developing the Helix Park, home to the Kelpies.



NESS KNIGHT

An explorer, conservationist and ocean advocate who has completed a diverse collection of expeditions in extreme environments around the globe. Growing up in Africa she developed a strong bond with the rich culture as well as the wildlife around her and its fragile balance, which drives her determination to work with people, nature and conservation efforts today.

#WildScotlandIsNow



PETER CAIRNS

A nature photographer and filmmaker with over 20 years of professional experience under his belt. Co-founder of conservation media projects such as Tooth & Claw, Wild Wonders of Europe and 2020VISION, Peter is now Director of SCOTLAND: The Big Picture, a social enterprise dedicated to communicating the potential of a wilder Scotland.

CHRIS GREENWOOD

Senior Insight Tourism Manager at VisitScotland. Responsible for monitoring and interpreting trends in Scottish Tourism. A postgraduate of the Durham University and with 20 years commercial experience within data management and analytics; a broad knowledge base has developed which supports insight in a number of arenas from economics to the environment.



GORDON BLACK

Gordon is the project manager and lead trainer for Digital Tourism Scotland. He is also owner of a digital marketing agency, RGB Agency. His main focus is on digital marketing, helping businesses develop their strategy, understand their customers and build successful online brands.





ALASTAIR HUMPHREYS

One of National Geographic's Adventurers of the Year, an accomplished speaker and a best-selling author. Alastair's expeditions are deliberately varied but all are a call to arms that nothing is achieved without being bold enough to begin.

ANDY MALCOLM

Gamekeeper, stalker, wildlife expert and tour guide with Glenesk Wildlife. Andy has nearly 3 decades of experience of Scotland's wild places - especially the Angus Glens.



NEIL LAPPING

Founder and Chief Adventure Officer of Macs Adventure. Macs Adventure is a fast-growing active tour operator with offices in the UK, US and Germany - and big plans. Macs Adventure arrange walking, cycling and active holidays for thousands of customers in over 35 countries all over the world.

PANEL: HOW DO WE ENSURE SCOTLAND IS RECOGNISED AS A WORLD CLASS DESTINATION FOR WILDLIFE & ADVENTURE TOURISM

This session will focus on the opportunity we have right now to ensure Scotland becomes a top destination for Adventure Tourism. Our panel will discuss some of the challenges we currently face and the opportunity we have to come together.

Sara Mair Bellshaw is a project manager at the University of the Highlands and Islands' Centre for Recreation and Tourism Research . Sara coordinated Slow Adventure in Northern Territories (SAINT), a project co-financed by the Northern Periphery and Arctic Programme, which drew together a range of partners in Ireland, Finland, Norway, Iceland, Northern Ireland and Sweden. Sara has focused on turning the slow adventure concept, a form of sustainable tourism, into a marketable product by working with businesses to cluster, collaborate and create new slow adventure products.

Peter Cairns, nature photographer and filmmaker with over 20 years of professional experience under his belt. Co-founder of conservation media projects such as Tooth & Claw, Wild Wonders of Europe and 2020VISION, Peter is now Director of SCOTLAND: The Big Picture, a social enterprise dedicated to communicating the potential of a wilder Scotland.

Marc Crothall, Chief Executive The Scottish Tourism Alliance (STA) Appointed as the first CEO of the STA, Marc has been at its helm since its inception in 2012. He is responsible for the day to day operations and leadership of the organisation which is the overarching tourism industry trade body and acknowledged as being “The lead representative voice of Scotland’s Tourism Industry”.

Neil Lapping, Founder and Chief Adventure Officer of Macs Adventure. Macs Adventure is a fast-growing active tour operator with offices in the UK, US and Germany - and big plans. Macs Adventure arrange walking, cycling and active holidays for thousands of customers in over 35 countries all over the world.

Chris Greenwood is Senior Tourism Insight Manager at VisitScotland, responsible for monitoring and interpreting trends in Scottish Tourism. A postgraduate of Durham University with 20 years commercial experience within data management and analytics; a broad knowledge base has developed which supports insight in a number of arenas from economics to the environment.



ABOUT OUR EXHIBITORS



SCOTTISH NATURAL HERITAGE

SNH works to connect people with nature throughout Scotland. We promote Scotland's world leading outdoor access rights and the Scottish Outdoor Access Code, to help people enjoy the outdoors in a responsible and sustainable way. We also manage 29 National Nature Reserves where people can experience the very best of Scotland's nature at first hand.

ACTIVITIES INDUSTRY MUTUAL

The Activities Industry Mutual specialises in providing an alternative to traditional insurance for the activities sector. AIM coverage is tailored to our members' specific needs and offers a long-term alternative insurance solution that provides value, security and certainty, no matter how volatile the economy. AIM is a membership community formed of industry practitioners. Owned by its members and operated on their behalf via an elected board of outdoor adventure experts it was formed for the sole purpose of providing economical and high-quality cover for individuals and organisations operating in this rapidly growing sector.



SLOW ADVENTURE

Slow adventure is an exciting marketing concept that encourages people to experience the outdoors at a slower pace and engage with wild places, with culture and communities.

We are establishing Slow Adventure to coordinate the development of collaborative nature-based tourism products worldwide, to help small businesses promote their unique experiences and reach a wider market.

VISITSCOTLAND

VisitScotland is Scotland's national tourism organisation. Its core purpose, working with industry, is to maximise the economic benefit of tourism to Scotland through marketing, quality and sustainability, inclusive tourism and international engagement activities and by supporting key events.

SCOTTISH WILDLIFE TRUST

With four visitor centres, 120 wildlife reserves and Scotland's first ever snorkel trail, the Scottish Wildlife Trust offers plenty of opportunities for enjoying wild Scotland.

Come and talk to us about all things wildlife and conservation, and find out what we're doing to celebrate 50 years of our Loch of the Lowes Wildlife Reserve right here in Perthshire, home to ospreys, beavers, red squirrels and much more.



**Scottish
Wildlife
Trust**

Landmark PRESS

www.landmark-press.com

LANDMARK PRESS

Landmark Press is Scotland's leading supplier of visitor information.

We handle over 9 million leaflets each year targeting 5000 display outlets in Scotland. Our 17 regional Welcome Bedroom Folders are in 11,000 accommodation outlets across Scotland.

Our DaysOutScotland.com website works alongside our print to give your business the best exposure to Scotland's 15.5 million visitors.

PRIMAL ADVENTURES

Primal Adventures are highly skilled professional experts delivering bespoke first-class immersive experiences. Passionate about Scotland and everything that it has to offer, the team assure to delight by delivering ultimate outdoor adventures, exploring the hidden gems in a land steeped in mystery, magic and culture, with breath-taking scenery and beautiful views. Led by Founder, Matthew Smith, an expert with a Military Special Forces background, the team guarantee the most authentic action possible from the outset until departure. All adventures incorporate life lasting survival techniques in to each exhilarating experience to ensure an unforgettable time.



RSPB NATURE OF SCOTLAND AWARDS

Recognising excellence, innovation and outstanding achievement in nature conservation, the eighth annual Nature of Scotland Awards co-sponsored by Scottish Natural Heritage open for applications on the 5th March. We celebrate the amazing contributions individuals, businesses and organisations are making to help support Scotland's wildlife and habitats. It's free to take part so help us recognise our conservation champions by submitting an application or nomination today.

[Buy Tickets on Eventbrite](#)

CONTACT US

For more information please contact:

Victoria Brooks

07868 339404

victoria@wild-scotland.co.uk