

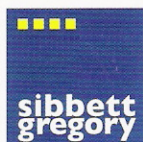
Hospitality South Conference

Inspiring excellence as Dorset prepares for the world stage

Tuesday 6th March 2007 Bournemouth International Centre

www.hotel-expo.co.uk/hs

Sponsored by



Programme

6th March 2007



8.45 Registration and refreshments

9.30 Professor Conrad Lashley

Director, Centre for Leisure Retailing,
Nottingham Business School

Welcome / Introduction / Facilitator



9.35 Key Note: Ken Robinson CBE FTS

Independent Tourism Adviser and
Chair, Tourism Society Think Tank

**Winning for Tourism – before and
beyond 2012**

Tourism is increasingly competitive,
both internationally and within the
domestic market. What are the trends
and the key challenges? How can the
potential tourism benefits of the
Olympics be harnessed – both before
and beyond 2012?



10.05 Robin Barker

Marketing Director, South West Tourism

**2012 and Tourism – the highs and
lows!**

Tasks the South West must get right,
not get wrong, the potential for the
cruise market and links with this,
and the essential focus on greater
sustainability by all concerned. And
essentially, the potential for changing
perceptions and creating a long term
hospitality legacy.



10.35 Break

11.00 Bruce Grant-Braham FHCIMA

Lecturer in Hospitality and Retail,
Bournemouth University and Chairman
of Poole Tourism Management Board

Bringing it Home

How Bournemouth, Dorset & Poole are
preparing for the world stage and how
we can all benefit.



11.30 Lesley Waters

TV Celebrity Chef, Proprietor of the
Lesley Waters Cookery School.

Passion for Dorset

A Londoner through and through, Lesley
fell in love with Dorset during filming
and has since set up her own cookery
school in the heart of the county, using
local produce. Lesley will share her
passion for the area and her belief in
future opportunities.

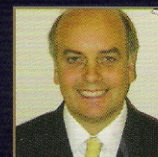


12.00 John Sheaves

Chief Executive, Taste of the West.

**Taste of the West: Food with
Attitude**

Inspiring excellence using local food -
improving the bottom line.



12.30 Professor Conrad Lashley

**Group Session – Your chance to shape
the future of this region.**

13.15 Working Lunch

14.15 Professor Conrad Lashley

Feedback from group sessions.

14.30 Giles Henschel

Managing Director, Olives Et Al

What If?

The challenge of change - ideas on
how to stand higher and see further.



15.00 Skills Panel:

CHAIR: Professor Conrad Lashley

Debra Horlock - Dorset & New Forest
Tourism Partnership

Paul Pettigrew - Learning & Skills
Council (TBC)

Professor Nigel Hemmington - Head of
School of Services Management -
Bournemouth University

Allen Stocker - Director, The Elstead
Hotel - Bournemouth Area Hospitality
Association

Rowland Foote - Principal -
Bournemouth & Poole College

Tony Elvin - Training & Development
Manager - Fifteen, London (TBC)

16.00 Prepare to be amazed!

Final session - not to be missed.

16.15 Exhibition time until 18.00

18.00 Hotel & Catering Show closes

In association with:



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