

VAC 2010: Programme

This year's Conference is based on the theme "**Look to the Future**". Come and exchange ideas and information with fellow Delegates and question industry leaders.

The VAC Legal Briefing 09:00 to 09:50

The Law and Regulations - Considerations, Constraints and Opportunities

Chair: Peter Wienand, *Partner, Farrer & Co. LLP*

Speaker: Kurt Janson, *Policy Director, Tourism Alliance*, discusses the latest regulations affecting Attractions. Experts explain the legal considerations of "making more money from your assets".

Welcome and Conference Chairman's Opening remarks

10:00 to 10:05

Ken Robinson CBE, *Chairman, Visitor Attractions Forum*

Keynote Address 10:05 to 10:30

John Penrose MP, *Minister for Tourism and Heritage*

Attractions Performance 2010 and prospects for 2011

10:30 to 11:15

An expert review of the UK and international situation, and the prospects and domestic tourism, with an analysis of the latest financial and qualitative benchmarking data from the ALVA scheme.

Chair: Robin Broke LVO

Panel: David Edwards, *Trends and Forecasting manager, VisitBritain*

Sharon Orrell, *Research and Insights Manager, VisitEngland*

Alan Love, *Director, BDRC Limited*

Lesley Morisetti, *LM Associates*

Coffee Break 11:20 to 11:45

"An Inspector Calls" ...quick wins in keeping our customers satisfied 11:45 to 12:30

Expert advice from VAQAS Assessors on the most commonly found opportunities for improvement - and how to resolve the most persistent problems.

Presentation and Interpretation – Mystery and wonder.... or thought control 12:30 to 13:00

How can attractions present their content in the most effective ways? Does interpretation too often dull the imagination? What is best - multi sensual, intense presentation techniques, or the more traditional and purist styles and formats?

Lunch 13:00 to 14:00

Young Blood – Future Thinking 14:00 to 14:45

We invite some of the brightest rising stars in Attractions Management, from across the sectors, to say how they hope Visitor Attractions can be improved by the time they are in charge.

Attractions Management Interview 1 14:45 to 15:00

Liz Terry, the editor of Attractions Management interviews a leading industry personality guest.

Excellent Attractions – The Winners Showcase 15:00 to 15:40

The winners and short listed Attractions from the 2010 Excellence Awards are showcased, and their managers explain key features that most impressed the judges and describe what is best about their Attractions.

Chair: Jeremy Brinkworth, *Head of Industry Services, VisitEngland*

Tea Break 15:40 to 16:10

Attractions Management Interview 2 16:10 to 16:25

Liz Terry, quizzes an international guest about the future of Attractions.

Working with Professionals – How to get the best from your advisers and specialists 16:25 to 16:55

A series of presentations from professionals as voted by VAC delegates in advance.

Conference Chairman's Closing Remarks

Ken Robinson CBE, *Chairman, Visitor Attractions Forum*

After Conference Drinks Party, kindly supported by Farrer & Co.

LLP 17:00 to 18:30

Programme may be subject to change without prior notification