

Organised by



## TOURISM FOR EVERYONE CONFERENCE

Tuesday 3<sup>rd</sup> December 2019 at Low Wood Bay, Windermere

### AGENDA

- 12.00 Registration, buffet lunch and networking
- 12.45 **Introduction – Gill Haigh, Managing Director, Cumbria Tourism**
- 12.50 **Ross Calladine, Head of Business Support, VisitBritain**  
The Purple Pound, can you really afford to ignore it?
- 13.05 **Justin Farnan, Sales and Marketing Manager, Calvert Trust and winner of Cumbria Tourism Award for Accessible Tourism**  
Calvert Lakes; Delivery of a disability-focused service
- 13.20 **Liz Moss, Chief Operating Officer, Lakeland Arts**  
Doing the right thing, the trials and tribulations
- 13.35 **Workshops**
1. Accessibility awareness masterclass facilitated by Jane Cooper and Gillian Scotford, Access for All UK
  2. Business development learning discussions
- 14.35 Coffee break
- 15.00 Rotate workshops as above
- 16.00 **Plenary**
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| <b>Will Clark, Liberal Democrat Councillor</b><br>Life experience and expectations | <b>Mike Turner, Director, Treetop Trek</b><br>The benefits of working collaboratively |
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- 16.30 Drinks and networking

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