



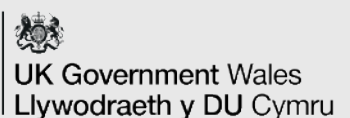
# Sustainable & Responsible Tourism & Hospitality Events **17-31 Oct 2022**

## Digwyddiadau Twristiaeth a Lletygarwch Cynaliadwy a Chyfrifol **17-31 Hyd 2022**



Further information visit

[northwalestourism.com/tourism-innovation-programme](http://northwalestourism.com/tourism-innovation-programme)



# Best of Conwy

Monday 17 October 2022 Venue Cymru, Llandudno, LL30 1BB

10:30 - 1:00pm Ashley Rogers



Large launch networking event showcasing quality local produce - building partnerships and stronger local supply chains.

## Panel Session on Sourcing and supporting Local.

Chaired by **Ashley Rogers**, CEO of the private sector regional umbrella body, the North Wales Mersey Dee Business Council representing the key business organisations in the region e.g. North Wales Tourism, Chamber of Commerce, CBI, IOD, FSB, Wales Tourism Alliance etc. Ashley grew up working in his family's Tourism business on the North Wales coast, before heading off to University in Yorkshire to study Marketing.

- ▶ **Sean Taylor** (Local workforce)
- ▶ **Gareth Jones** (Farmer)
- ▶ **Gareth Jones** (UK Living)
- ▶ **Adam Williams** Tir Prince Group
- ▶ **Glenn Evans** Snowdonia Hospitality
- ▶ **Caroline Roberts** Penderyn
- ▶ **Emiko Corney** Japanese Ambassador

# Sustainability

Wednesday 19 October 2022 Online

10:30 - 12:30pm Frankie Hobro | Paul Conroy

**Frankie Hobro** is the Owner and Director of **Anglesey Sea Zoo & Marine Resource Centre** and she has always been a passionate advocate for conservation and sustainability. Frankie gained years of experience working on hands-on conservation projects with critically endangered species across the globe, often in challenging and isolated conditions, in both terrestrial and marine environments, including island nature reserve and endangered species management and establishing long-term sustainable ecotourism projects. Frankie is specialised in all aspects of eco-tourism, having filled many roles across the spectrum from exclusive private islands to not-for-profit nature reserves, working with elite and high profile guests in a five star environment, managing interactive conservation projects and visitor expectations, creating bespoke ecotourism tours and optimising guest experiences. In this session Frankie will talk about her journey and experiences in global sustainable tourism.

**Paul Conroy** from **Byway** will be joining us in explain their vision for a world in which flight-free holidays are the norm, and a vibrant sustainable travel ecosystem flourishes away from the beaten path. Their

mission is to make flight-free holidays mainstream, and so accelerate the world's transition to sustainable travel. Doing this by helping people to discover slow travel and love the journey, not just a destination.

Why flight free? Emissions from flying stand to triple by 2050 if demand for air travel continues to grow.

Byway have worked hard to build adventures that don't rely on flights, and they stand by the principle that travelling through the world is better than flying over it.

Rail travel accounts for just 14g of CO2 per passenger mile, dwarfed by the 285g generated by air travel (Energy Saving Trust, 2018). You could get the train from London to Edinburgh and back five times and your carbon footprint would still be lower than if you flew there.

Formerly the head of dynamic packaging at Easyjet Holidays and in the early launch teams at both lastminute.com and Voyage Prive UK, Paul is a travel industry veteran with over 20 years working on industry partnerships, technology and the supply relationships that underpin all travel businesses.

# Green Agenda

📅 Wednesday 19 October 📍 Quay Hotel & Spa, Deganwy, Conwy, LL31 9DJ

🕒 2:00pm - 4:00pm 👤 Simon Preddy



**Green Key** is an international, voluntary eco-label developed specifically for the tourism sector. It is the largest global eco-label awarded to more than 3,200 tourism providers in 65 countries worldwide. Green Key is operated in Wales by Keep Wales Tidy, one of Wales' leading environmental charities that help people to take action and take care of their local environment working with and supporting volunteers, communities, businesses, local authorities and other organisations to help create a Wales where everyone shares responsibility and everyone looks after and makes the most of their local environment.

More and more hospitality providers across the world are making changes within their business to appeal to this emerging market as well as to make significant commercial savings. It is exciting to see a growing number of Welsh businesses leading the way in showcasing how they can meet the needs of these new visitors. Green Key accreditation guides hospitality providers through the process of making their businesses more sustainable, ultimately making commercial as well as environmental savings. Areas of focus for the accreditation include energy, water, waste, green activities and guest engagement. In this session you will learn the benefits of the scheme to your business and Wales as a sustainable destination.

**Simon Preddy** is a regional manager at Keep Wales Tidy, responsible for the delivery of community programmes across west Wales. In addition he leads on the international awards Blue Flag and Green Key, setting high environmental standards to support the tourism and hospitality sector to become more sustainable. A Master of Chemical Engineering and Environmental Management, Simon spent time as a consultant working on a number of development projects in the renewable energy sector before joining Keep Wales Tidy in 2005.

# Getting Customers to help you meet your Sustainability Goals

📅 Friday 21 October 📍 Adventure Parc Snowdonia, Dolgarrog

🕒 10.30am - 12pm (to include light lunch) 👤 Denise Hampson



**If you want to reduce your impact on the planet and make your business more sustainable, the chances are you're going to need the help of your customers.**

Choosing to reuse bath towels, switching off the TV and air conditioning before going out, minimising waste, choosing local produce, arriving by public transport, reducing impact on popular tourism hotspots... these are all things you can only achieve if your customers are subscribed to help you reach your goals.

Denise is a behavioural designer who has worked with global organisations on consumer behaviour, reusable products and sustainability. In this workshop she will review how you want to make your business more planet-friendly and help you build a plan for how to get your customers on board.

**Denise Hampson** - Denise is a Behavioural Economics and Experience Design Consultant. Starting as a Human Factors Engineer, she has worked in human-centred design for over 25 years, designing products and systems to work best for the people who use them. She has worked with hundreds of organisations across the UK and North America in the health, justice, hospitality and retail sectors. She was global lead for behavioural innovation at Canadian yoga apparel company Lululemon, and consultant to Starbucks USA on a programme to change consumer behaviour to meet their ambitious global sustainability goals. Denise brings deep understanding of human behaviour and the factors that influence it to scale innovation and bring about change.

# Attracting Talent to Your Business

 Friday 21 October  Adventure Parc Snowdonia, Dolgarrog, Conwy, LL32 8QE

 1:00pm - 2.30pm  Laura Gainor



Companies like these are also likely to invest in employer branding programmes, specifically developing strategies to demonstrate that they are a great place to work. Tourism and hospitality business across the region are currently facing a workforce shortage so if you want to recruit new people, your business is going to have to stand out as a great place to work. Laura Gainor is a consultant who has helped major global companies develop their employer branding, and in this workshop she will share with you some key principles for being the kind of business that can attract great new people.

**Laura** is experienced in research, analytics and marketing in the employer branding and private equity sectors. She has worked for clients such as Lloyds Banking Group, Amazon, Clifford Chance, Babcock and Rolls-Royce on projects that raise their appeal amongst prospective employees, attracting high-calibre applicants and helping them to retain talent in competitive markets. She is also on the Steering Group for The Sustainable Recruitment Alliance in partnership with Clifford Chance.

**What would be your dream job? Who would you love to work for? Some companies come up time and time again as instant answers to questions like these, and those companies are able to attract the best talent in their marketplace.**

# Sustainable Innovation: Designing for People, Planet, AND Profit

 Monday 24 October  Online

 2:00pm - 4:00pm  Chris Bellamy



**How can you grow your business AND reduce your impact? It seems like an impossible paradox to resolve. In this workshop, Chris will guide you through tools, techniques, inspiration, and examples to help you find ways to have a successful business whose growth can also benefit our environment and society.**

This workshop is facilitated by Chris Bellamy who is an expert in sustainable design and strategy. After starting his career in North Wales, he has spent the last 12 years finding ways to solve this sustainable growth contradiction - from electric vehicles at Jaguar Land Rover to recyclable outdoor equipment at Salomon.

**Chris** is a product creator with specialist expertise in sustainability and human-centred design. For more than 10 years Chris has been making products and services, from electric vehicles to 3D-printed footwear, which are better for both people and planet. He has worked with leading brands such as Jaguar Land Rover and Salomon, developing innovative solutions to human problems. Chris has filed over 15 patents during his career, and won numerous awards for his work - including Young Design Engineer of the Year, the IET Innovation Award, a Golden A'Design Award, ISPO Outdoor Awards, and an iF Design Award.

# How to Write Great Copy

📅 Wednesday 26 October 2022 📍 Online

🕒 6:00pm - 7.30pm 👤 Carla Hawkins



This hands-on workshop is designed to help you stand out through the power of copywriting, to make your advertising budget and owned media channels work harder. Facilitated by Carla Hawkins, a copywriter and creative director who has worked all over the globe on travel and tourism brands including British Airways, Virgin Australia Airlines, Emirates, Eurocamp, Macdonald Hotels & Resorts, the Vancouver Aquarium and the Melbourne Zoo.

**Carla** is a creative copywriter who uses human insights and language to build brands and sell products and ideas. She has helped launch the first low budget airline in Australia for Richard Branson, reinvented the wheel for the Holden Barina, and took 7UP from delisted to delicious, which delighted PepsiCo. While working with Lululemon she co-wrote a book “108 Days of Mindfulness” which was one of the company’s key tools to create positive behaviour change. Her 25-year career spans three continents: Australia, the UK, and North America - and her mixed-up accent is a testament to being deeply immersed in all!

**How do you choose the right words to connect with your customers? How do you inspire them to learn more? And how do you get them to book?**

# Developing Excellent Customer Service Skills Master Class

📅 Thursday 27 October 📍 Imperial Hotel, Llandudno, Conwy, LL30 1AP

🕒 10am - 1pm (light buffet lunch included) 👤 Melanie Cash



**Melanie Cash** Training and Consultancy - With experience of working across independent as well as international hotel and hospitality brands, Melanie can deliver bespoke support and training packages; built around the needs of the business. Melanie has worked in the hospitality in key sales roles for over twenty years and now offers support to businesses both large and small as a consultant and trainer. Her experience working with leading brands including; Marriott, Hilton, Accor, The Belfry Resort, Alton Towers Resort, Snozone, Venues of Excellence and The Lowry Hotel Manchester, has provided the firm foundation to enable her to offer a variety of Sales and Leadership training, coaching and mentoring to other organisations. This has also included running open courses with Marketing Manchester and Marketing Liverpool. Specialist areas include: Communication Skills, Customer Engagement, Consultative Selling, Enquiry Handling, Show-rounds, Negotiation, Sales Leadership and Food and Beverage Up-Serving and Up-Selling.

- ▶ **Developing your customer service skills to enhance the experience**
- ▶ **First impressions, building rapport and asking great questions to get the conversation flowing**
- ▶ **Identifying the specific needs of different customers to truly understand what's important**
- ▶ **Developing that “Can Do” approach using positive re-framing**

# Cyber Security

Monday 31 October 2022 Venue Cymru, Llandudno, Conwy, LL30 1BB

10:30am - 12:30pm Paul Peters



**Threat to businesses from cybercrime has never been more real, in this session Paul Peters from the Cyber Resilience Centre for Wales will talk about the impact this has on businesses that fall victim to cybercrime, the simple steps that can be taken to raise cyber resilience, and support that can be offered.**

**Paul Peters**, Director of The Cyber Resilience Centre for Wales / Detective Superintendent - Paul has been a police officer for over 27 years spending most of his career as a detective. Paul joined the Metropolitan Police Force in April 1995, and over the next fourteen years he served on various units and boroughs. In 2009 Paul transferred to South Wales Police and was posted to the Major Crime Investigation Team where he took on the role of Senior Investigating Officer for murders and other serious and complex investigations. In 2014 Paul transferred to Tarian, the Regional Organised Crime Unit that covers the three Southern Wales police forces where he was responsible for leading the Regional Cyber Crime Unit, successfully investigating serious and complex cyber-crime incidents.

Paul remains a serving police officer and has the role of Managing Director of the Cyber Resilience Centre for Wales which seeks to raise cyber resilience across Wales with a particular focus on micro businesses, SMEs and third sector organisations.

# How will your business benefit from the Tourism Xchange Great Britain platform?

Monday 31 October 2022 Venue Cymru, Llandudno, LL30 1BB

1:00pm - 2.30pm



**In this session we will be discussing the TXGB (Tourism Xchange Great Britain) platform and how you can benefit from the opportunities available.**

The digital platform brings together tourism businesses to drive sales and boost productivity by connecting the market in a new and unique way. TXGB enables suppliers (e.g accommodation, tours, attractions) to manage live availability, pricing and bookings across multiple distributors, in a one-stop exchange. Accommodation, attractions, tours and events can reach new customers through a broad range of distribution channels and unique campaigns, brought together in one platform. How people plan, book and experience travel is changing and therefore this session will make businesses aware of the opportunities available to help your business in the international market as well as local.

We will also be covering additional marketing opportunities provided by Visit Wales and explaining how you can engage with them.



**Telephone** 01492 531731

**Email** [digital@gonorthwales.org.uk](mailto:digital@gonorthwales.org.uk)

**Web** [www.gonorthwales.org.uk](http://www.gonorthwales.org.uk)



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