

HEART OF ENGLAND REGIONAL MEMBERS' DAY PROGRAMME

Legacy Falcon Hotel, Stratford-upon-Avon

Friday 9 March 2012

9.30 ARRIVAL & REFRESHMENTS

9.50 WELCOME

James Bowie, Chairman, Heart of England Region

10.00 HOSPITALITY: CREATING JOBS IN BRITAIN – *CHALLENGES AND OPPORTUNITIES FACING HOSPITALITY BUSINESSES AND A NEW APPROACH TO LOCAL ECONOMIC GROWTH*

David Bridgford, Merlin Entertainments Dermot King, Bourne Leisure

Ufi Ibrahim, Chief Executive, BHA

10.25 KEYNOTE ADDRESS THE TRANSFORMATIONAL POWER OF HOSPITALITY: the Ricoh Arena from planning application to Olympic venue in just a decade.

Daniel Gidney, CEO, Ricoh Arena

10.50 HARNESSING THE POWER OF SOCIAL MEDIA: Engagement with the Consumer at every stage of the Customer Journey

Petra Clayton, Founder, Custard Communications

11.15 GOVERNMENT AND HOSPITALITY: Forthcoming Legislation and Current Lobbying Issues

Martin Couchman, Deputy Chief Executive, BHA

11.30 LOCAL ACTION; NATIONAL REACTION your opportunity to work with industry to create the agenda for action on a local level and influence policy at the national level.

Open Forum to be lead by James Bowie, Chairman, Heart of England Region

12.15 BUFFET LUNCH