

**Business Visits and Events Focus North**  
**Tuesday 30<sup>th</sup> April 2019 - 09.00am – 12.30pm**

**Venue: The Lecture Theatre, Calverley Building, Leeds Beckett University City Campus Leeds. Online Booking: <http://bit.ly/BusinessEventsNorth>**

**Programme:**

- 9.00 Arrival Registration, Tea & Coffee.
- 9.30 **Introducing the conference:** John Gallery, chair of research group of the Business Visits & Events Partnership and chairman Tourism Society Yorkshire.  
**Welcome address** by Professor Rhodri Thomas, Dean, School of Events, Tourism and Hospitality Management, Leeds Beckett University
- 09.40 **Business Visits and Events**  
A £42.3 billion business – Events are GREAT Britain update  
Chris Skeith vice-chair of BVEP
- 10.00 **Economic and Social Impact of the Tour de Yorkshire**  
Lucy McCombes and Steve Jones. School of Events, Tourism and Hospitality Management, Leeds Beckett University.
- 10.20 **Destinations for Events**  
Nick Brooks-Sykes, Director of Tourism, Marketing Manchester
- 10.40 **Business Events UK – VisitBritain/VisitEngland**  
Kerrin MacPhie Head of Business Events, VisitBritain/VisitEngland
- 11.00 Coffee/comfort break
- 11.10 **Current and Future Trends in Events**  
Alistair Turner, Managing Director, EIGHT PR & Marketing
- 11.30 **The Events Industry in Action**  
Emma Cartmell, chief executive officer, the Conference and Hospitality Show
- 11.50 **Events for Inward Investment**  
Chris Skeith, chief executive officer, the Association of Events Organisers and vice chair BVEP
- 12.00 **The Power of Events – Panel discussion Q & A**
- 12.20 **Closing remarks followed by VIP Buffet Lunch at the Conference and Hospitality Show and later at the show, the opportunity hear Simon Rimmer of 'The Sunday Brunch'.**
- 12.30 **Close**



LEEDS BECKETT UNIVERSITY  
SCHOOL OF EVENTS,  
TOURISM & HOSPITALITY MANAGEMENT



Yorkshire



Great Potential  
business tourism specialists

**CONFERENCE AND HOSPITALITY SHOW 2019**