Agenda

Time	Wednesday 12th February - Shrewsbury
9:00am	Registration (Refreshments)
10:00am	Welcome: Matt Smith - Programme Manager for River Severn Partnership and Shropshire County Council
10:15am	Introduction from Telford and Shropshire Local Visitor Economy Partnership - Paul Gossage
10:30am	Robin Tjolle, VisitEngland: Benefits and barriers of digital technology to support the tourism sector.
10:45am	Keynote Speaker - Simon Calder, broadcaster, journalist and travel expert.
11:15am	Break (Refreshments)
11.30am	Inspirational Initiatives 1: Utilising digital solutions for your business/attraction - Swanage Railway (Colin Wood, Dorset Council)
11.50am	Inspirational Initiatives 2: Bringing historical venues into the digital age - Roman Baths, Bath, Somerset (James Kellock, Telet)
12:10pm	Inspirational Initiatives 3: Overcoming issues with wireless technology to boost the tourism economy in rural areas (Guy Middleton, Borderlands 5G/Peter Najm, AWTG)
12:30pm	Lunch (Meet and Greet opportunity with Simon Calder)
1:30pm - 3:00pm	Breakout Sessions: • Improving Connectivity • Digitising Business Processes • Introduction to the latest technology including AR, AI and holograms • Bringing AI into your business • Digital Placemaking / Wayfinding • Ask the Expert (Refreshments served at 3pm)
3:45pm	Closing Plenary
4:00pm	Close

Many thanks to our speakers, exhibitors and Local Visitor Economy Partnerships for supporting the Digital Tourism Conference 2025