

# Agenda

\*Please note may be subject to change

Time	Tuesday 11th February - Tewkesbury
9:00am	Registration (Refreshments)
10:00am	Welcome: Matt Smith - Programme Manager River Severn Partnership and Cllr David Gray - Cabinet Member for Environment, Economy and Planning, Gloucestershire County Council
10:15am	Introduction from Cllr Chris Brant, Chair of Cotswolds Plus Local Visitor Economy Partnership Management Board
10:30am	Vicky Parr, VisitEngland: Benefits and barriers of digital technology to support the tourism sector.
10:45am	Keynote Speaker - Adam Henson, owner Cotswold Farm Park, author and BBC television presenter.
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 Adam Henson)
1:30pm - 3:00pm	<p>Breakout Sessions:</p> <ul style="list-style-type: none"> <li>• Improving Connectivity</li> <li>• Digitising Business Processes</li> <li>• Introduction to the latest technology including AR, AI and holograms</li> <li>• Bringing AI into your business</li> <li>• Digital Placemaking / Wayfinding</li> <li>• Ask the Expert</li> </ul> <p>(Refreshments served at 3pm)</p>
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

