



Digital Tourism Conference 2025



Exhibitor Information

Wednesday 12th February 2025 - Shrewsbury Theatre Severn,
Shrewsbury

economy@gloucestershire.gov.uk

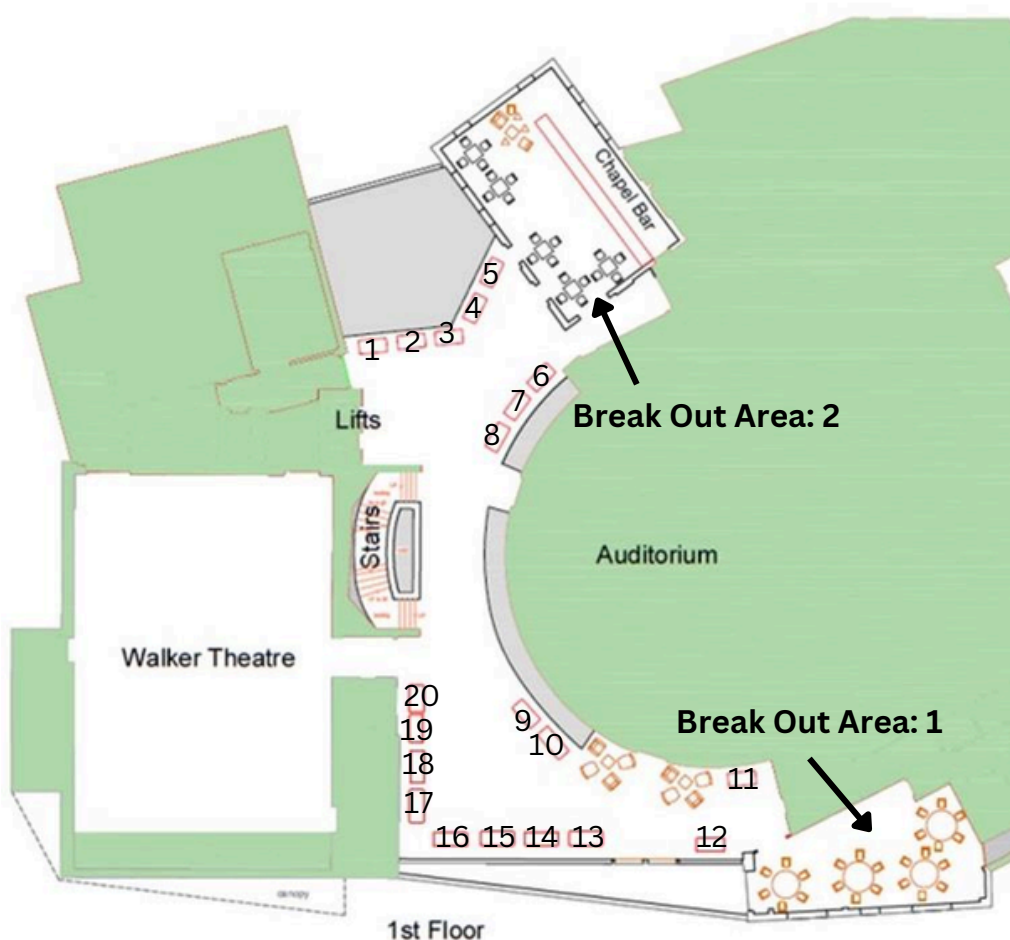


Exhibition Floor Plan

Wednesday 12th February: Shrewsbury Theatre
Severn, Frankwell, Shrewsbury SY3 8FT

Exhibitor List:

1. AWTG
2. Borderlands 5G
3. DBFB
4. Doopee Doo!
5. Gloucestershire County Council
6. Gloucestershire Libraries
7. Glideology
8. Immersive Technology Consultants
9. Maybe*
10. Telet
11. InTune Radio Shrewsbury
12. Shoothill
13. Evident Group
14. Shropshire Hills National Landscape
15. Visit Shropshire/Visit Telford/Shropshire Growth Hub
16. Telford and Shropshire LVEP
17. River Severn Partnership
18. Virtuser
19. The Web Orchard and Information Solutions



Workshop Locations:

Walker Theatre:

1.30pm and 2.15pm - Introduction to the latest technology including AI, AR and holograms
3pm - Ask the Expert

Break Out Area 1:

1.30pm - Improving Connectivity
2.15pm and 3pm - Bringing AI into your business

Break Out Area 2:

1.30pm and 2.15pm - Digitising Business Processes
3pm - Digital Placemaking and Wayfinding

Exhibitor Information

1. AWTG



AWTG is an end-to-end engineering services and technology solutions provider operating in Telecommunications, Immersive Tourism, Smart Education, Smart Cities, Smart Retail and Shopping, Industry 4.0, Smart Health, New Media, Internet and other markets that employ digital technologies. AWTG's technology solutions cover Digital Transformation, Rapid Prototyping, Artificial Intelligence, Internet of Everything and Software.

Speaker: Peter Najm, Platform Project Manager at AWTG

<https://www.awtg.co.uk/>

2. Borderlands 5G



The Borderlands Partnership has been established to unlock the potential for sustainable and inclusive economic growth across the South of Scotland and North of England. Representing up to £452million of new investment, the Borderlands Inclusive Growth Deal was formally signed in 2021.

Its Borderlands 5G Innovation Region (5GIR) harnesses advanced wireless technology to transform tourism and visitor experiences in the region. Deploying 5G networks and pioneering innovative use cases, it drives economic growth, protects natural assets, and ensures sustainability. Operated by Connecting Cumbria and hosted by Cumberland Council, Borderlands 5GIR is a trailblazer in rural connectivity.

Speaker: Guy Middleton, Commercial Lead for the Borderlands 5G Innovation Region.

<https://www.borderlandsgrowth.com>

Exhibitor Information

3. dbfb



dbfb is a Connectivity and Digital Platforms provider, serving Businesses, Public Sector organisations and Communities. We support visitor economy and tourism strategies through our Digital High Streets proposition, which offers visitors a joined-up experience via Smart Parking, Wayfinding, Local Offers and Public Wifi whilst providing policymakers with impactful Footfall data to optimise their location. We also offer Digital Public Safety which uses AI to predict and prevent antisocial behaviour, to help improve visitor confidence in an area and protect people and property.

<https://www.dbfb.co.uk/>

4. Doopee Doo!



Doopee Doo is the Pokémon Go for tourism and Travel. They take locals and tourists on a quest across towns, or regions, to discover what makes it unique – food, drinks and local attractions. Users collect cards of the venues visited and redeem rewards at local independent businesses. They are building their pilot with Transport for Wales and looking for more town centres to come onboard.

Breakout Session Host: Digital Placemaking and Wayfinding - Phil Mele, Co-Founder Doopee Doo!

[Doopee Doo!](#)

Exhibitor Information

5. Gloucestershire County Council



Gloucestershire County Council is a local authority dedicated to making the most of all that Gloucestershire has to offer, helping to improve the quality of life for every community, supporting local businesses to be successful and making the county an attractive place to live, work and visit. The council provides many essential services such as highways, education, social care and waste management. Gloucestershire County Council is at the forefront of driving economic growth underpinned by its new Economic Strategy which focuses on supporting businesses and fostering sustainable growth. Gloucestershire County Council is delighted to be working in partnership with River Severn Partnership Advanced Wireless Innovation Region to deliver this event.

www.gloucestershire.gov.uk

6. Gloucestershire Libraries/The Innovation Lab



The Lab at Gloucestershire Libraries are innovative hubs for creativity and digital skill development, empowering individuals, communities, and local businesses. Equipped with cutting-edge tools such as 3D printers, VR headsets, podcast equipment, and the Adobe Creative Suite, The Lab offers tailored support for creative projects, skills development, and prototyping.

Our expert Lab Tech team collaborates with businesses, schools, individuals and community groups to deliver engaging workshops, events, individual sessions, and STEM-focused initiatives. As a community-driven space, The Lab inspires innovation, fosters collaboration, and provides affordable access to advanced technology, helping to bring ideas to life and drive growth across Gloucestershire.

<https://gloslibraries.uk/lab>

Exhibitor Information

7. Glideology



At Glideology, we understand the challenges and opportunities that exist within the tourism and hospitality sectors. Our versatile and robust technology stack is designed to enhance experiences, streamline operations, and drive innovation in your business.

With a focus on customisation, sustainability, collaboration, and quality, we provide tailored technology solutions designed around your specific needs.

Additionally, we offer a flexible rental or license payment model, allowing you to spread costs over time without the need for significant upfront capital investment. This approach ensures that you can access cutting-edge technology and services while maintaining financial flexibility.

<https://www.glideology.co.uk/>

8. Immersive Technology Consultants



The Immersive Technology Consultants was founded by Ian Robertson. He most recently worked for BT (in Division-X, responsible for innovation) where he defined their immersive eco-system and spatial computing solutions portfolio.

Having spent his career designing, delivering, selling and supporting new and advanced technologies, the time was right to go independent and focus on immersive solutions.

We work with educators and experts from the technology industry to bring to market the very best in immersive solutions and consultancy services. We pride ourselves on being honest, flexible, agile and just simply 'doing the right thing' for our customers.

Breakout Session Host: Introduction to the latest technology including AI, AR and holograms - Ian Robertson, Founder, Immersive Technology Consultants

<https://immersivetechnologyconsultants.co.uk/>

Exhibitor Information

9. Maybe*



At Maybe*, we harness the potential of AI to unlock efficiencies and deliver growth. We are your AI partner that automates your daily tasks, enhances productivity, and crafts impeccable on-brand content. From fine-tuning content and generating reports to elevate your overall messaging, everything is tailored to your business's distinct voice. Our secure, no-code platform combined with expert support empowers businesses to deploy advanced AI without complexity. Transform your data into actionable insights and focus on strategic growth with Maybe*.

Breakout Session Host: Bringing AI into your business, Polly Barnfield CEO Maybe*

www.maybetech.com

10. Telet



Connecting Communities:

Telet is a full operator member of the GSMA and a leading expert in deploying 5G mobile networks across the UK. With a mission to improve mobile coverage in rural "Not Spots," Telet bridges the connectivity gap for underserved communities while delivering innovative public and private 5G networks tailored to rural and enterprise needs.

As the only independent private network that is a full UK member of the GSMA, Telet stands out in its field. A key strength lies in its ability to negotiate spectrum licenses, holding more local access license coverage than all other applicants combined.

Whether ensuring stable connections for essential services or enabling seamless streaming of an important match on a rainy day, Telet's high-speed, reliable networks bring transformative connectivity to the places that need it most.

Speaker: James Kellock, Sales Manager, Telet

<https://teletresearch.com/>

Exhibitor Information

11. InTune Radio Shrewsbury



<https://intune-radio.co.uk/>

12. Shoothill



At Shoothill, we are redefining what it means to be a full-service provider. We believe in understanding the unique challenges of each client, anticipating their needs and delivering solutions that drive meaningful results.

We can consult, create, develop and support.

At every stage, from initial planning to final execution, our team is committed to achieving your goals. We keep up with the latest in technology and market movements, ensuring our solutions stay relevant to your business needs.

We don't just offer services; we build partnerships.

Breakout Session host: Digitising Business Processes, Doug Hamilton, Marketing Manager and Claire Critchell, Head of Marketing Services.

<https://shoothill.com/>

Exhibitor Information

13. Evident Group



At Evident, we specialise in rapid design and digital innovation to deliver real, measurable impact. We believe in raising the bar for your business through design-led, strategic digital transformation. By blending creativity, strategy, and cutting-edge technology, we help businesses work smarter, faster, and more effectively. Whether it's reimagining user experiences, streamlining operations, or unlocking new opportunities, our focus is on delivering tangible results that drive growth and empower your organisation to stay ahead. When it comes to innovation, we're not just raising expectations—we're setting new standards.

Breakout Session Host: Digitising Business Processes, Tom Gamblin, Director of Digital Innovation at Evident-Group

www.evident-group.com

14. Shropshire Hills National Landscape



**Shropshire
Hills**
National
Landscape

Shropshire Hills National Landscape is the new name for this designated Area of Outstanding Natural Beauty. It is one of 46 National Landscapes in the UK. We are a small team working in partnership with local stakeholders and supporters, including farmers, landowners, individuals, and representatives from organisations and local interest groups and communities. Our role is to deliver, inspire and coordinate activity that helps protect and regenerate this nationally important landscape for everyone to enjoy.

Nigel McDonald – Sustainable Tourism Officer

<https://www.shropshirehills-nl.org.uk/>

Exhibitor Information

15. Visit Telford, Visit Shropshire and Shropshire Growth Hub



The Shropshire Growth Hub is your gateway to a range of funding programmes and support for your business – with lots of free help available to promote skills, training and employment. For more information see our comprehensive [support finder](#) or visit our [events centre](#) for details of what's happening in your area.

[Shropshire Growth Hub - Marches Growth Hub](#)

<https://www.visittelford.co.uk/>

<https://www.visitshropshire.co.uk/>

16. Telford and Shropshire Local Visitor Economy Partnership (LVEP)

Telford and Shropshire



The Telford and Shropshire LVEP champions the thriving visitor economy across Telford and Shropshire. With a focus on collaboration, we connect businesses, communities, and stakeholders to drive growth and innovation in tourism, hospitality, and leisure.

As part of the VisitEngland LVEP programme, we support local businesses with access to national campaigns, resources, and expertise.

Our county boasts iconic destinations like the Ironbridge Gorge, birthplace of the Industrial Revolution, and the stunning Shropshire Hills.

Together, we're shaping a resilient and dynamic visitor economy, delivering unforgettable experiences, and fostering sustainable tourism for the benefit of all.

Exhibitor Information

19. The Web Orchard and Information Solutions



The Web Orchard and Information Solutions offer IT services, cybersecurity, website development, and digital marketing. We help tourism businesses and destinations thrive by providing reliable IT support, protecting sensitive data, creating engaging websites, and implementing effective digital marketing strategies. This allows businesses to connect with audiences, increase visibility, and drive growth.

As tourism specialists, we understand the unique challenges and requirements for those within the industry and provide effective solutions that meet your individual needs.

<https://www.theweborchard.com/>

<https://www.info-sol.co.uk/>

NexGWorx



nexGworx specialises in supporting customers to understand and realise the benefits of wireless connectivity networks and their applications to the customers organisation, whether that be improving productivity, launching a new service or product, project/product management, or addressing a challenge. nexGworx offer a range of professional services as well as facilities for laboratory and testbed services. They can help your business understand what networks you need, to solve the challenges you face. Helping you design, source and build your networks and use-cases. From understanding the art of the possible and setting your strategy, through to build and deployment, they have the expertise in digital connectivity to meet your needs.

<https://nexgworx.co.uk/>

Exhibitor Information

Dorset Council - Colin Wood



Speaker: Colin Wood, Innovation Lead, Dorset Council

Colin leads innovation at Dorset Council, a large unitary authority in South West England. A former journalist with many years' experience as a Head of Communications, Colin led the multi award-winning 5G RuralDorset project.

He is passionate about cycling, live music and the power of connectivity to transform public services, grow economies and change lives.

Visit England



Speaker: Robin Tjolle is a Tourism and Destination Management specialist with over 35 years' experience in the travel industry. He has held a number of high-profile roles across tourism and has worked with destinations, visitor attractions, conference and event venues as well as promoting destinations across the region in North America and the Asia Pacific regions.

Robin is currently Regional Development Lead for the South West at VisitEngland. He is a trainer for VisitEngland's "Taking England to the World" programme and has so far trained and supported over 2,500 businesses to reach out and succeed in the international markets.

Exhibitor Information

Simon Calder



Keynote Speaker: Simon Calder, Travel Journalist & Broadcaster

Simon Calder is Britain's leading travel commentator and is known as “the man who pays his way” which means that he pays for his own travel. He began his career at Gatwick airport, where he cleaned out planes for Sir Freddie Laker and, later, frisked passengers.

He then started to write travel guidebooks and travel articles. Today Simon is Travel Correspondent for the Independent. Simon also writes for the National Geographic, Wanderlust Magazine as well as many other publications.

Simon is a regular guest on national TV and radio, often seen on BBC Breakfast, Good Morning Britain, This Morning, CNN, ITV News, Channel 5 and Sky News. Plus BBC Radio 2, 4, 5, LBC, Times and Talk. He is frequently interviewed on national and local BBC radio.

Simon has a weekly travel podcast called You Should Have Been There. Plus, he records a Daily Podcast for the Independent. He has many followers on Twitter, Instagram, Tik Tok and You Tube. Hundreds of people a day get in contact with Simon through his website and through Twitter. To answer all the questions & queries, he holds an Instagram Live every Saturday and Sunday at 17:30. He also holds an Ask Me Anything on Twitter once a week.

Twitter: @SimonCalder;

Website: www.simoncalder.co.uk

Instagram: simon_calder

TikTok: @caldertravel

You Tube: CalderTravel



360°



Gloucestershire
COUNTY COUNCIL