

## ASVA Conference Programme 2023

Tuesday 14<sup>th</sup> November | Perth Concert Hall

- 09:30**      **Arrival and registration**
- 10:00**      **Welcome and introductions from ASVA and Association for Cultural Enterprises**  
ASVA CEO, Michael Golding & Association for Cultural Enterprises CEO, Gordon Morrison
- 10:10**      **Ministerial Welcome from Joe FitzPatrick MSP**  
Minister for Local Government Empowerment and Planning
- 10:20**      **Creating Extraordinary Experiences: The Benefits and Opportunities of Premiumisation**  
Victoria Taylor, Senior Experience Advisor, Consultant and Designer

**10:55 – Break and conference splits into two rooms**  
*Sponsored by Timberplay Scotland*

- 11:15**      **Mystery visitor programme results: Challenges & opportunities for Scottish Visitor Attractions**  
Jon Young, Director of BVA BDRC & Diana Meterna, Assoc Director of BVA BDRC
- 11:45**      **'Pay what you please': How a change in business model has impacted the Scottish Deer Centre and Wildlife Park**  
Sarah Rice, General Manager at the Scottish Deer Centre
- 12:15**      **Responsible Tourism: Embedding sustainability and inclusion**  
Victoria Erasmus, Director of Uile-bheist Distillery & Brewery
- 12:15**      **A Technology Overhaul – To deliver a first-class customer experience and commercial growth at Royal Botanic Garden Edinburgh**  
Rod Barlow, Founder & CEO of Rod Barlow Consulting & Kari Coghill, Director of Enterprise & Communication, RBGE

**12:45 – Networking Lunch**

<b>13:45</b>		<p><b>From Clicks to Conversion: Crafting Authentic Online Experiences for Unforgettable Visits</b> Kelly Molson, Founder of Rubber Cheese</p>
		<p><b>Letting the TV cameras in: Top tips for filming success at Cultural Venues</b> Abbi Ollive, Head of Marketing &amp; Visitors at Castle Howard</p>
<b>14:15</b>		<p><b>Unleashing the Power of Chat GPT &amp; Artificial Intelligence</b> Stephen Whitelaw, Digital Marketing Consultant &amp; Social Media Evangelist</p>
		<p><b>Historic Royal Palaces: How to Create a Positive Visitor Experience</b> Rachel Mackay, Head of Hampton Court Palace at Historic Royal Palaces</p>
<b>14:45</b>		<p><b>Leadership Interview with Bob Downie</b> Bob Downie, Chief Executive of The Royal Yacht Britannia &amp; Fingal Hotel &amp; Michael Golding, ASVA CEO</p>
		<p><b>Dynamic Pricing on Trial: Does dynamic pricing do more harm than good?</b> Robin Cantrill-Fenwick, Chief Executive of Baker Richards</p>

**15:15 – Break**  
*Sponsored by Circle Heritage*

<b>15:35</b>	<p><b>Industry Leadership Panel</b> Hear from some of the industries top leaders on the opportunities and challenges that matter most.</p>
<b>16:00</b>	<p><b>The New You: Inspiring Healthy, High Performance</b> Jenny Campbell, CEO of The Resilience Dynamic</p>

**16:30 – Conference Ends, Stay for the Drinks**

<b>18:00</b>	<p><b>Drinks Reception in the Perth Concert Hall Foyer</b> Enjoy creative offerings from local providers The Glenturret Distillery and Dewar’s Aberfeldy Distillery and great company at our evening social. The evening concludes at 21:00. With special thanks to Convivous for their sponsorship.</p>
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