



Revive & Thrive Talking Towns Event - Winchester

Hosted by Winchester BID and

sponsored by miconex

8th July 2015 10.00 to 16.00

Paul Woodhouse Suite at Winchester Cathedral

#talkingtownswinchester

09.30 – Registration, networking and refreshments.

10.00 – Introduction and welcome: Catherine Turness (BID Manager, Winchester BID), Colin Munro (MD, miconex) and Matthew Powell (COO, Revive & Thrive)

10.15 – Session One: Introductions then panel discussion on COMMUNICATION – Engaging with customers and visitors. To include topics such as use of social media, communications strategies for towns and cities, incentivisation, wayfinding and the use of digital solutions

Chair - Gillian Jeffrey, Trainer & Facilitator for SpaceQube

Panellists include –

- Catherine Turness (Winchester BID)
- Colin Munro (MD, miconex)
- Jonathan Docksey (Design JD)
- Chitresh Sharma (Swipii)
- Paul Jenkins (MRS Communications)

11.05 – Refreshments

11.20 – Session Two: Introductions then panel discussion on PARTICIPATION & EXPERIENCE – as a hub of a community, a town centre must be more than just retail. This discussion considers customer service, interactive signage and displays, augmented reality, using voids to nurture entrepreneurs, retailer staff training and imaginative events.

Chair – Gillian Jeffrey

Panellists include -

- Alison John (Space-Qube)
- Jeremy Rucker (City Dressing)
- Catherine Turness
- Frances O'Neill (Global Treasure Apps)
- Jeff Caplan (Storecheckers)
- Jonathan Docksey

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12.15 – Colin Munro, MD, miconex: Using digital communications to support regeneration and experiences of rolling digital technology across Scotland

12.40 – Free buffet lunch, kindly provided by miconex

13.10 – Walking tour of Winchester by Winchester’s Tourist Guides

13.50 – Presentation by Catherine Turness and Chris Turner of Winchester BID – the work of the BID locally and measuring success.

14.10 - Session Three: Introductions then panel discussion on MEASUREMENT – The importance of measuring results, data collection, data analysis and next steps

Chair - Gary Williams (BoConcepts)

Panellists include –

- Chris Turner
- Colin Munro
- Alison John
- Matthew Powell
- Sven Latham (noggin)

14.55 – Refreshments

15.10 - Session Four – PULLING IT ALL TOGETHER – the importance of BIDs in evaluating the results of communication, participation, experience, supporting retailers and measurement. This will include learning from mistakes as well as success and ensuring all stakeholders know their role in future successes.

Chair - Jeremy Rucker

Panellists include –

- Chris Turner
- Colin Munro
- Jeremy Rucker
- Chris Levoi (BCR)
- Matthew Powell
- Gary Williams

15.50 – Summing up and what we have learnt. Colin Munro, Chris Turner, Gillian Jeffrey and Matthew Powell

16.00 - Close