



## The Blachere Talking Towns Experience Agenda

Blachere Theming, Bath Mills, Albert St, HD1 3PY Huddersfield

June 23<sup>rd</sup> 2016

#blachereexperience

**12.15** Registration opens

**12.30** Drinks and buffet reception. Networking

**13.00** Welcome - Ronnie Brown, Managing Director Blachere Illumination and Blachere Theming and Mark Barnes, MD, Revive & Thrive Ltd

**13.05** How to create imaginative experiences for customers and visitors to your place – Ronnie Brown

**13.35** Workshop. Maximising value in your place from national events i.e. Euro 2016, Olympics as well as great experiences – Jeremy Rucker, City Dressing

**14.00** The importance of retailers using visual displays to enhance the experiences in your place – Helen Goodwin, Made You Look

**14.15** Huddersfield Live. How a co-operative of local business has formed a not for profit organisation to deliver events and experiences in Huddersfield - Nadio Granata, Huddersfield Live

**14.30** The, **not to be missed tour**, of the dream factory – 40 minutes that will leave you inspired and rushing back to your place to deliver experiences for your customers and visitors

**15.10** Refreshments

**15.25** Panel discussion - Back to basics. How customer service, wayfinding, safety, environment and other factors can create memorable experiences. Chaired by Jeremy Rucker with panellists Alison Bowcott-McGrath, Jonathan Docksey, Jeff Caplan, Helen Goodwin, Ronnie Brown, Colin Munro and Matthew Powell

**15.50** Ten Years of BIDs: What are the Lessons Learnt – Mo Aswat, The Mosaic Partnership

**16.05** The Revive & Thrive Challenges how you can win £20,000 worth of Christmas lights for your town or win a package of prizes worth £70,000 in the Revive & Thrive Challenge for Places - Matthew Powell, Revive & Thrive Ltd

**16.15** Measuring the results of the experiences in your place and understanding which ones work - David Sturdy, PFM Footfall Intelligence

**16.45** Tourist experiences in UK destinations – Tourism and British Towns: Getting noticed - Simon Greenbury, Landor Travel Publications

**17.00** The return on investment from experiences and why you can't afford not to make your place memorable - Ronnie Brown

**17.25** Close and summing up. Ronnie Brown and Mark Barnes