

## **MWT Cymru Industry Conference Agenda - Thursday 23rd November 2023**

### **Embracing Tomorrow's Tourism: Communities, Innovation and Business**

#### **Programme**

From 9:30 am

#### **Registration, Supplier Exhibition & B2B Networking**

10:30 am

#### **Introduction & Welcome**

Rowland Rees-Evans, MWT Cymru Chairman  
The Metropole Hotel

10:45 am

#### **Wales Tourism Alliance's Crucial Role in Tourism Advocacy for Tourism in Wales**

Suzy Davies, Wales Tourism Alliance Chairman

11:00 am

#### **Empowering Businesses with Practical Solutions**

##### **Fire Safety Law: An update for businesses**

Rhys Mullan, Mid & West Wales Fire & Rescue Service

##### **Recycling/Waste Management Law Changes (April 2024)**

Ruth Partridge, WRAP Project Manager

##### **Revenue Management & Cost Saving Tips for the Local Tourism Industry**

Gareth Jones, Brynarth Country Cottages & Chartered Accountant

11:45 am

##### **From Mid Wales to the World: Growing Tourism Together**

Reaching International Tour Operators & Potential Visitors  
Clare Dwight, Visit Wales Tourism Marketing Manager

##### **Engaging with the Media**

Rob Jones – Visit Wales Media Manager

##### **Tourism Exchange Great Britain (TXGB): The Opportunities**

Sarah Whitfield - Tourism Manager (TXGB)

12:30 pm

**Steve Hughson, Chair of Mid Wales Regional Tourism Partnership and Event Wales Advisory Group**

12:45 pm

**Morning Round Up | Q & A's**

**1:00 pm Buffet Lunch, Supplier Exhibition & B2B Networking**

2:00 pm

**Marketing Mid Wales | Looking to the Future**

2:10 pm

**Web 3.0 - Empowering Connected Communities and Circular Economies**

Charles Symons & Neil Ferguson, Buzzmint Founders

2:30 pm

**Visit Mid Wales | Supporting Sustainable Communities**

Val Hawkins, MWT Cymru Chief Executive

**Community-Centered Tourism: Tokens, Rewards, and Incentives**

Guy Edwards – MWT Cymru

3:00 pm

**Q & A's, Conference Round Up and close**