

## Seminar Programme: Wednesday, 26 October

### Venue - Hótel Flúðir



### Learn, Taste, Experience - Iceland

12.00 – 13.00	Lunch
13:00 – 13.05	Welcome and Introduction – Sigurður Sigursveinsson Director of HFSU
13.05 – 13.10	<b>Erasmus+ Benefit of participation:</b> Jackie Ellis, Owner/Managing Director, Tourism Angles
13.10 – 13.40	<b>Presentation 1: The Use of Digital Marketing and Social Media</b> Lesley Judge, Owner, Smart Tourism
13.45 – 14.15	<b>Presentation 2: Visit South Iceland Marketing Strategy</b> Dagný H. Jóhannsdóttir, Managing Director of Visit South Iceland.
14.15 – 14.20	<b>Erasmus+: Blessing or Blight?</b> Sigurður Sigursveinsson Director of HFSU
14.25 – 14.55	<b>Presentation 3: Providing excellence in Hospitality Service</b> Ainslay Miller, Hospitality Lecturer, Ayrshire College & Nan Li, General Manager, Blairquhan Castle
14.55 – 15.05	Comfort Break Tea / Coffee
15.05 – 15.35	<b>Presentation 4: Does strategy matter? The why, how and what of Midgard</b> Björg Árnadóttir, CEO of Midgard Adventure
15.35 – 16.05	<b>Presentation 5: Business Innovation &amp; Development</b> Caryn Inglis, A.D. Rattray's Whisky Experience
16.25 – 16.55	<b>Presentation 6: The support environment for innovation in South Iceland</b> Hrafnkell Guðnason, Project Manager, HFSU
17.00 – 17.45	Plenary Discussion and Conclusions

This Seminar is open to all and we welcome participation from Icelandic businesses and partners.