

Registration Form:

Cross Border Tourism Conference 2016

Learn from the best and hear how it can help your business.

Date: Wednesday, 20th April 2016, 8.30am to 2.30pm

Venue: Four Seasons Hotel, Carlingford, Co. Louth

Please reserve places.

€15 plus VAT p.p. Non-member at €20 plus VAT p.p.

Company:

Contact:

Tel.: Email:

Please tick payment method:

- I enclose a cheque for €
- Send Invoice € Purchase Order Number
- Payment made by credit card, date:
- Payment made by booking online
- www.dundalk.ie/event/cross-border-tourism-conference-2016

Please return booking form and accompanying payment:
Dundalk Chamber of Commerce, Unit 4, Partnership Court, Park Street, Dundalk, Co. Louth.

For further information please contact Brenda McGeeney, Dundalk Chamber of Commerce: Tel: +353 (0) 42 933 6343, email: brenda@dundalk.ie, www.dundalk.ie

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www.twitter.com/dundalkchamber

Accommodation:

Should you wish to book accommodation for the event, you may avail of the special conference rate at the Four Seasons Hotel:

Single Room: €85 B & B
Double Room: €110 B & B (sharing)

Four Seasons Hotel
Carlingford, Co. Louth
t: +353 (0)42 937 3530
e: info@fshc.ie
www.4seasonshotelcarlingford.ie

Cross Border Tourism Conference 2016

Learn from the best



A destination worth investigation

#cbtc2016



Matthews.ie

Conference Programme

Conference Facilitator: Kieran Swail, Southern Regional College

- 8.30am - 9.10am **Registration, Tea/Coffee and Networking**
- 9.10am - 9.15am **Welcome**
Michael Gaynor, President Dundalk Chamber of Commerce
- 9.15am - 9.45am **Tourism Best Practice**
Fiona Buckley, Fáilte Ireland Head of Futures & Strategic Partners
- 9.45am - 10.15am **The Loop Head Story**
Cillian Murphy, Chairman, Loop Head Tourism
- 10.15am - 10.45am **The Slane Distillery Story**
Alex Mount Charles, Managing Director, Slane Distillery
- 10.45am - 11.15am Visit exhibits, networking opportunity and Tea/Coffee Break
- 11.15am - 11.45am **Diversification on the Causeway Coast**
Danny McKinley, The Causeway Coast Discovery Centre
- 11.45am - 12.30pm **The Kerry Food Story**
T.J. O'Connor, Chairperson, Taste Kerry
- 12.30pm - 1.30pm **Tourism Advisory Clinic**
This session gives attendees an opportunity to meet the speakers on a one-to-one basis and to visit all the trade exhibits at the event. Key stakeholders include:
 - DkIT, School of Hospitality
 - Southern Regional College
 - Local Enterprise Office, Louth
 - Louth Leader Partnership
 - Louth County Council Planning Office
 - Fáilte Ireland
- 1.30pm - 2.30pm **Lunch & Networking. Conference ends at 2.30pm**

Your Speakers

Fiona Buckley, educated in Universities in Dublin, Spain and Germany with an MA in Strategic Marketing, Fiona has significant experience in international business development, strategy and marketing, gained in both FMCG and in tourism. In keeping with the tone of the event, Fiona will share insight into how to better understand and attract visitors and how we can learn from the competition through international best practice.



Cillian Murphy, a former fishing skipper who owns Murphy Black's Restaurant in Kilkee. He co-founded Loop Head Tourism in 2009 to ensure that tourism development of the Loop Head Peninsula would take place in a responsible manner. The organisation has won many awards, incl. The EDEN award, "Best Place to Holiday in Ireland", Winner of Best Cultural Heritage Attraction at the World Responsible Tourism Awards. The Loop Head Peninsula is currently the only Irish destination listed in the Sustainable Destinations Global Top 100.



Alex Mount Charles, Managing Director of Slane Distillery cultivated his interest in whiskey during an EOP placement with Pernod-Ricard in Australia and worked in the bioenergy sector in the UK and South Africa. In 2008 he launched an Irish whiskey enterprise, sourcing product from the Cooley Distillery and selling it under the Slane Castle brand. Commencing production by the end of 2016, the Slane Distillery will be the only distillery in Ireland to include an Anaerobic Digestion (AD) plant.



Danny McKinley from The Causeway Coast Discovery Centre in North Antrim is originally from a farming background and has successfully established a Horseriding, Trekking & Activity Centre with history and heritage features. He rebranded in 2015 as The Causeway Coast Discovery Centre and 2016 sees the launching of a new licenced tour operator business to channel traffic through the Discovery Centre and develop one to three day itineraries on the North coast.



T.J. O'Connor, the Chairperson of 'Taste Kerry' has been working in the hospitality industry for 28 years. He trained as a chef at the Institute of Technology Tralee in 1989 and since then he has worked both in Ireland and internationally. T.J., who has a Master's degree in Professional Hospitality & Tourism Management is a culinary lecturer at the Institute of Technology Tralee and is very involved in many projects to promote local food and food tourism including the publication "The Kerry Food Story".

