



OPTIONS ↔ **RECRUITMENT**
IDEAS ↔ **STAFF RETENTION**
TRAINING ↔ **INFORMATION**
BUSINESS ↔ **PROFITABILITY**

INTERCHANGE

2005



Thursday 10 March 2005
Reebok Stadium, Bolton

What is Interchange?

Interchange is an intensive, close-focus training day for North West tourism businesses, their management and staff. Its aim is to help businesses recruit, train and retain quality staff. The path from *Interchange* leads to better business and increased profitability.

It is amazing what you can pack into a day so be prepared – *Interchange* is not for the faint-hearted. *Interchange* gives you a choice of 20 workshops designed to support your recruitment and retention of staff as well as reinforcing skills and training. To top it all we end the day with an insight into the success of the *Eden Project* with Destination Director, Mark Jones and an opportunity to put your questions to him.

The purpose of *Interchange* is to give you access to new ideas, to share best practice and to equip you with the knowledge and information necessary for you to make the most of your existing resources and to choose exactly the support your unique business needs.

Interchange is organised by the industry for the industry as a non-profit making event tailored to meet your needs. Sessions are selected in line with feed back from previous years and offer straight-talking sensible answers to your questions.

Who is it for?

Interchange has been developed especially for:

- Tourism and leisure businesses across the North West including attractions, museums, art galleries, guest houses, hotels, restaurants and bars
- People involved in finding, funding, training and retaining staff
- People involved in tourism development, marketing, administration and management

Why should you attend?

Interchange is about giving you an opportunity to:

- Get free advice from the experts about your business
- Find ways to be more competitive and increase market share and profitability
- Network with like minded professionals, similar businesses, recruitment and training organisations
- Share best practice with your peer group
- Update your knowledge on legal requirements/new laws

Keynote Speaker Mark Jones, The Eden Project

Mark is responsible for raising the visitor service standards at the hugely successful Eden Project in Cornwall, one of Britain's most outstanding success stories in tourism. In addition he is charged with generating and expanding an already efficient and profitable commercial operation based on sustainable principles and personally developing the management and operations team of 400 staff. He is currently Project Director for the £87m Phase IV development of Eden – including the third Biome, Education Centre, Visitor Gateway Buildings and team facilities. In addition to the keynote speech, Mark will run a Master Class.



Lloyd Grossman OBE, keynote speaker at Interchange 2004

Is it worth the money?

Where can you access so much for so little? *Interchange* is practically free! Your first delegate costs £21.50 with additional delegates charged at only £19.50.

Why so low?

Because we want you to bring as many relevant staff as possible. The workshops cover a wide range of topics from the strategic to the practical. There will be those that suit you and others that suit your team. In one day your organisation could cover anything from Culture Change to Personal Safety, from New Licensing Laws to Practical PR, from Online Learning to Business Development and a lot, lot more.

Will it be too intimidating?

The *Interchange* format has been developed to be very informal and relaxed with workshop sessions being led by individuals representing leading private sector and award winning companies, independent consultants and statutory bodies.

Workshops are very small; usually there are no more than 10 people in each. The presenters are there to offer free advice, to adapt their experience to your situation, to identify what would work best for you and to answer your questions. Most represent examples of Best Practice and no one will be selling you any services.

Contact Us

By phone on 01925 752078
by fax on 01925 758255
by email on interchange@emmm.co.uk or by post at *Interchange*,
Event Management & Marketing Matters,
Southdene House, 16 Booths Hill Road,
Lymm, Cheshire WA13 0DL.

Sessions

Recruitment & Retention

- 1 **Age Diversity and Awareness**
What you need to know about the 2006 regulations
A forward planning workshop for middle/senior managers across all types of businesses. *Weston Spirit Trading Ltd*
- 2 **Writing and Designing Recruitment Ads**
Making sure you attract the right people
A practical workshop for small and medium sized businesses. *Mobius Design*
- 3 **Interviewing Techniques**
Which ones will work for you
A practical analysis of options for all staff from small and medium sized businesses involved in recruitment. *BMT People*
- 4 **Are you up to date?**
Test your knowledge on employment law
A question and answer session for all businesses for managers and supervisors. *Tourism HR*

Workforce Development

- 5 **e learning**
Training at a time and place to suit your business
Presenting and demonstrating options for staff involved in identifying training opportunities. *LearnDirect business*
- 6 **Profitability**
Restoring profit margins through training and motivation of employees and culture change
A strategic workshop for medium & large companies and public sector senior staff in management, HR & finance. *Sodexo*
- 7 **Volunteers**
How to run a successful qualification focused volunteer programme
Practical guidelines for anyone managing or wishing to attract volunteers. *Imperial War Museum*
- 8 **Tools for Time Management**
A hands on approach and methodology for everyone. *PR Training Services*
- 9 **Personal Safety at Work**
Dealing with aggression in the workplace
A realistic workshop for all businesses and all levels of staff. *Motivation Through Training*
- 10 **Training Plans**
A step by step guide to developing an effective training plan
A practical workshop for training and managing staff from all types of businesses. *DTI*
- 11 **Customer Service through Culture Change**
Establishing policy and developing a mechanism to effect a consistent quality approach
A strategic workshop for senior and middle management of single or multi site businesses and corporates. *Heathcotes*

Business Development

- 12 **Making the Web Work for You**
A practical demonstration for small and medium sized tourism businesses. *Kirstine Whiteley*
- 13 **Developing Business**
A creative approach to developing your customer base and customer loyalty
Sharing best practice for small and medium sized tourism and hospitality businesses, whether new or established. *Yellow Broom Restaurant*
- 14 **"If better is possible, good isn't enough!"**
An introduction to "organisational excellence" and how to improve company performance
An interactive workshop for managers of organisations with over 25 employees. *Excellence NW*
- 15 **Adding Value to your Organisation through Front Line Employees**
A practical workshop for all but particularly of value to middle and senior managers. *UCLAN*

Skills/Legal

- 16 **Getting your Message Across**
A common sense guide to PR that will help you to raise your organisation's profile quickly and cost-effectively
A practical insight aimed at all levels of staff with or without direct PR responsibility. *Bosanko Marketing Comms*
- 17 **Effective Promotional Print**
Take a close look and see the difference! A practical look at how to produce cost effective print that does its job
Hands on analysis for anyone thinking of, or involved in, promoting businesses from B&Bs to Corporates. *Mullin Design*
- 18 **AA Accessibility Hotel of the Year - Luck or Judgment?**
Sharing experience and best practice with senior and middle management from small and medium sized tourism businesses. *De Vere Hotels*
- 19 **New Licensing Laws**
What are the implications and how will it affect your business.
A practical workshop for all managers and staff working in licensed premises. *BII*

Master Class

- 20 **More than 1,000,000 visitors a year in Cornwall – How?**
A look at the pluses and minuses of developing a charitable project and visitor attraction that has a world-wide agenda
An exclusive opportunity for any one involved in the management, or development of attractions or the tourism industry. *Eden Project*
*Please note this Master Class will run only once.
Places will be allocated on a first come first served basis.*

Programme

09.30-10.00	Registration & Coffee
10.00-10.10	Welcome
10.15-11.15	Workshop 1
11.20-12.20	Workshop 2
12.25-13.15	Lunch
13.15-13.45	Short Presentations
14.00-15.00	Workshop 3
15.00-15.20	Coffee
15.20-16.20	Mark Jones, Eden Project
16.20-16.30	Q & A
16.30	Close

Session Selection

Each of the following sessions will run throughout the day. Delegates should select up to 5 sessions in priority order (see booking form). We will allocate times to the top 3 choices available and confirm your personal schedule for the day by email. All efforts will be made to match your priorities but please note allocation will be on a first come first served basis.

NB. Session details may be subject to change.

Registration

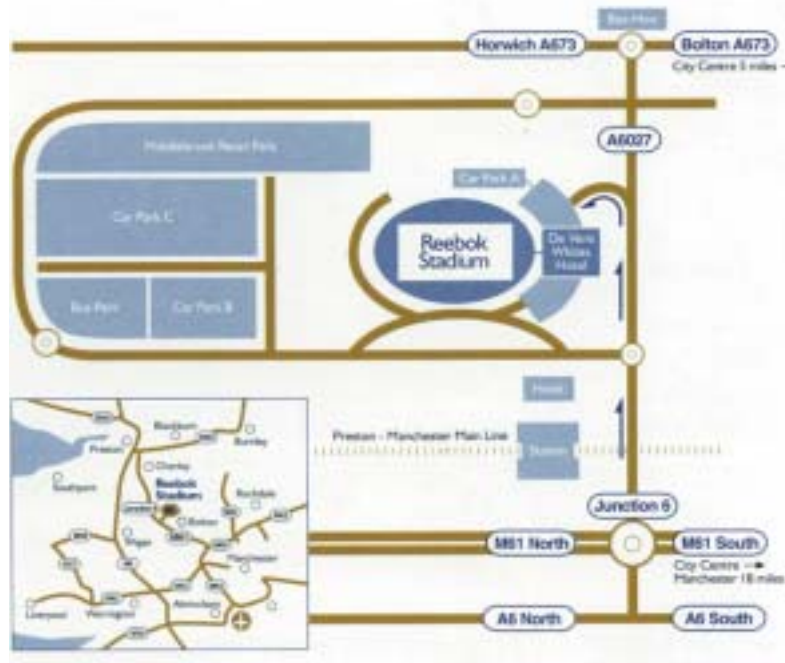
To register, please complete the booking form and fax or post to the address below. Payment by cheque to EMMM Ltd must accompany your booking.

NB. Invoices cannot be raised but VAT receipts will be issued when your personal schedule is issued approx 10 days before the event.



Venue

Reebok Stadium, De Havilland Way, Horwich, Bolton BL6 6SF
Telephone 01204 667788 · Fax 01204 673721



By Road

The Reebok Stadium is easily accessible from all parts of the North West. It is 5 miles from Bolton, a twenty-five minute drive from Manchester and Lancaster, and within an hour's drive of Cheshire, Merseyside and Cumbria. Simply take the M61 motorway and turn off at Junction 6 (Ignoring A666 Bolton signs). The Reebok Stadium is 500 yards away.

By Rail

The Reebok Stadium is 400 yards away from Horwich Parkway Station, which is a 45-minute direct link to Manchester airport and 20 minutes to Manchester city centre on the main Manchester-Preston line. The stadium can also be easily reached from Wigan Wallgate and Bolton Trinity Street stations.