



People in all the right places

**'The Changing Landscape of Destination Promotion:  
the Destination Edinburgh Marketing Alliance (DEMA) Ltd approach'**

**Why DEMA? Why now? What is it and what are its objectives?  
The seminar will look into the whole question of DMO's. What are the  
Destination Promotion trends and influences and different models and  
approaches being adopted around the world and what are the  
influencing factors leading to the different approaches?**

**Wednesday 28 October 2009  
17.30 for 18.00 finished by 20.00.  
Apex Waterloo Place Hotel, Waterloo Place, Edinburgh**

**Speakers:**

**Sue Crossman, MTS  
Director, Tourism Innovation  
Group (TIG)**

- Chairperson

**Dr Constantia (Dina)  
Anastasiadou MTS  
Tourism, School of Marketing,  
Tourism & Languages, Business  
School Edinburgh Napier  
University**

- DMO trends & different international  
approaches & models

**Kenneth Wardrop BA(Hons),  
MBA, MTS  
Head of Destination Edinburgh  
Marketing Alliance (DEMA) Ltd**

- Overview of DEMA

**Questions & Discussion**

**Followed by networking over coffee**



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## Booking Form

### The Changing Landscape of Destination Promotion

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Apex Waterloo Place Hotel, Waterloo Place, Edinburgh

#### Costs:

<b>TS/TMI members</b>	<b>£15</b>
<b>Students/unwaged</b>	<b>£10</b>
<b>Non-members</b>	<b>£25</b>

Number of Places required? \_\_\_\_\_

Are you a member of Tourism Society and/ or TMI? Yes / No

Type of place required: Member / Student / Non Member

Total Due \_\_\_\_\_

Name \_\_\_\_\_

Tel Number \_\_\_\_\_

How did you hear about the event? \_\_\_\_\_

Please make cheques payable to 'The Tourism Society Scotland' and enclose with this form

Please Invoice Quoting Purchase Order: .....

**Please return this form with a cheque (where applicable) by post to:**

The Tourism Society Scotland  
C/O Carole Sherlock, Treasurer  
49 Anniversary Avenue  
The Murray  
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G75 9AT