**2024 Season Opener Including Leaflet Swap Agenda 20th March 2024, 10am – 1pm, Thornbridge Hall**

Come along and celebrate English tourism week with us at our annual tourism season opener and leaflet swap. You are invited to come along, utilise our drop-in surgeries and attend our mini workshops while collecting your leaflet collateral for the season. We will also be having tea and cake throughout the session to help us celebrate English Tourism Week.

**Leaflet Swap:** Throughout the event in the main hall area, we will have some of our key visitor economy businesses exhibiting and sharing their collateral and plans for the forthcoming season. If you are attending and do not have a stand but would like to share your collateral, there will be a leaflet exchange rack for you to bring along and share your print on the day.

**Café Exchange:** In our Café Exchange area coffee and cake will be available free of charge throughout the day with a seating area for informal chats.

**Advice surgeries:** The advice surgeries are informal 10-to-15-minute sessions to spend some valuable one to one time with your VPDD (Visit Peak District Derbyshire) team.

*\* Sessions will be limited please book in your session upon arrival.*

\*Please note these sessions are held downstairs however if you have access issues using the stairs the team will come to you. Just let a member of VPDD know who you wish to speak with, and we will arrange this for you.

1.Make the most of your membership and your VPDD listing (Caroline Cordasco VPDD)

2. Social media drop-in surgery: (Amy Noton VPDD)

**In the Boardroom:**

A programme of short presentations each lasting for approximately 15 minutes each with a 10 minute break in between each session to grab a coffee and cake. Seating will be limited for each of these sessions but there will be some standing room also. The schedule can be found below:

**10.30 - 10.45** Visit Peak District & Derbyshire marketing campaigns and activity update. ***Rachel Briody, Visit Peak District & Derbyshire***

**10.55 - 11.10** Visit Peak District & Derbyshire industry trends, online bookings, and the latest news including opportunities from The Derbyshire Accelerator programme and High Peak UK Shared Prosperity Fund project. ***Lindsay Rae, Visit Peak District & Derbyshire***

**11.20 - 11.35** East Midlands Chamber: The Derbyshire Accelerator programme, and how to access it. ***Andrew Bunn, East Midlands Chamber of Commerce***

**11.45 - 12.00** The Heights of Abraham a 50-year celebration, the Heights will be sharing with us their plans for the special season ahead. ***David Thornton /******Jess Farrington***