



## SPEAKERS

### **Scott McCabe, Professor of Marketing and Tourism, Nottingham University Business School**

Scott McCabe is Professor of Marketing and Tourism at the Nottingham University Business School, where he currently holds the role of Associate Dean for Research.

Scott's research is primarily on tourist consumer behaviour and tourist decision-making. More recently, his work has engaged debates in pro-social and pro-environmental tourist consumption, as well as responsible and ethical consumer behaviour. Scott is interested in the qualities of tourist experiences, and how experiences are designed and marketed.

Since 2006, he has been working on a program of research on the motivations, experiences and outcomes of holiday experiences for severely disadvantaged UK consumers. Working with a range of small and large charities, his research has helped to promote the concept of 'social tourism' in the UK, influencing policy and practice, raising public awareness and establishing a link between holidays and subjective wellbeing outcomes. His work on social tourism is recognised internationally, and he has worked alongside European colleagues and beyond to make the case for social inclusion through tourism.

He has published widely in the tourism field, with one book, three edited volumes, and around 65 peer reviewed research outputs. He is the current co-Editor in Chief (alongside Sara Dolnicar) of Annals of Tourism Research and sits on the board of a number of other journals, including; Annals of



Leisure Research, the Journal of Policy Research in Tourism, Leisure and Events and the International Journal for Contemporary Hospitality Management.

**Follow him on Twitter:** @scottmccabe13

**Linkedin:** <https://uk.linkedin.com/in/scott-mccabe-4905685>

**Google scholar:** <https://scholar.google.co.uk/citations?user=zXRDr4kAAAAJ&hl=en>

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### **Anthony Pickles, Head of Tourism Affairs, VisitBritain/VisitEngland**

Anthony Pickles is Head of Tourism Affairs at VisitBritain/VisitEngland. Prior to joining the team at the British Tourist Authority, Anthony worked in the automotive industry, within Nissan Europe's External Affairs team working across a number of different issues including electric mobility and the driverless car revolution. At VisitBritain, Anthony has been responsible for the coordination of the Tourism industry's bid for a Sector Deal with the UK Government's Industrial Strategy. Anthony is a fellow of the Royal Society of the Arts, and a board member of the Institute of Welsh Affairs.



**Follow him on Twitter:** @antpickles

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### **Matt Davies, Creative Brand Strategist**

Matt Davies is a Brand Strategy Consultant who helps clients all over the world stand out and be meaningful. He's an ideas man with a background in design, branding, marketing and leadership. Last year he wrote a book (called: Storyategy <https://amzn.to/2OR1VI>). He's held various creative leadership positions both in-house and agency. In the past he has worked with businesses of all shapes and sizes including Boots, Specsavers, Capital One, Nikon, Fred Perry and Experian. He now works as a solo consultant to help business leaders to create positive change so that they stand out and be more meaningful.



**Website:** <http://mrmattdavies.me>

**LinkedIN:** <https://www.linkedin.com/in/mattgdavies/>

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### **Paul Baker, Director, Creswell Craggs**

Paul is the Executive Director of Creswell Heritage Trust.

Paul has worked in the sector since 1998 in 2016 was invited as a Laureate at 'Best in Heritage' in Dubrovnik; the annual, global conference celebrating award-winning museum, heritage and conservation projects.

Paul will be discussing the latest discovery of witch marks at Creswell Craggs, the largest collection found in the UK, and what this means for tourism in Nottinghamshire.

**Follow him on Twitter:** @paulbakerma61

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### **Kurt Janson, Director, Tourism Alliance**

After graduating with a 1st Class Masters in Public Policy, Kurt was employed by the Department of Conservation and then the New Zealand Tourist Board, working national and regional tourism strategy. He moving to Britain in 1997 to work for VisitBritain as Head of Strategic Planning with responsibility for Policy, Strategy, Business Planning and Marketing Evaluation.

Kurt left VisitBritain in 2004 to become the Director of the Tourism Alliance, an umbrella trade association for the tourism and hospitality sector that comprises over 50 industry associations that together represent almost 200,000 UK businesses to lobby Government on issues that support the development of the UK tourism industry. He is a member of several Government advisory groups including Tourism Industry Council and HMRC's SMEOF and has written VisitEngland's "Pink Book" on accommodation legislation since 1999.

**Follow Tourism Alliance on Twitter:** @tourismsvoice

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### **Rachael Evens - Museums Development Manager**

Rachel will be discussing the newly announced plans for the transformation of two of Nottingham's most popular attractions - Wollaton Hall and Newstead Abbey.

The plans have been described as a 'a significant step forward' for the iconic Nottingham landmark and an important project for leisure and tourism in the East Midlands.

#### **Follow Wollaton Hall and Newstead Abbey on Twitter:**

@WollatonHall and @NewsteadAbbey



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### **Vicky Parr, Business Support Manager, VisitEngland**

Vicky has over 20 years' experience within the UK travel and tourism sector. For a number of years Vicky has been a Lead Assessor for VisitEngland's Quality Assurance Schemes and joined the Business Support Team in 2017, managing projects such as the VisitEngland Awards for Excellence.



Vicky is also a trainer for Welcome to Excellence and is a highly accomplished customer service professional with extensive tourism management experience, particularly within visitor attractions and events venues.

**Follow VisitEngland on twitter:** @VisitEnglandBiz

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### **Heather Mayfield, Nottingham Castle Trust**

Heather Mayfield is museum consultant with many years' experience, most recently as Deputy Director of the Science Museum.

As well as being CEO for the Nottingham Castle Trust, she is also an adviser for the National Science Foundation and the Wellcome Trust, and an examiner for the MA in Museum Studies at Leicester University.



**Follow her on Twitter:** @loobilou