



CBP Annual Conference 2019



Sustainability - What's It All About?

Wednesday 6th November 2019

Macdonald Aviemore Resort



09:15	Conference Registration, Tea & Coffee at Trade and Supplier Stands, Networking		
10:00	Welcome		Mark Tate, CBP
10:10	People and Nature Working Together Why a nature rich future is crucial for Scottish people, business and nature.		Angus Campbell, Scottish Natural Heritage
10:30	Circular Economy – a Climate Emergency Solution? What is the circular economy and what does it mean for me and my business? Opportunities for business growth and resilience, cutting costs and generating income – while responding to the climate emergency.		Cheryl Robb, Zero Waste Scotland
10:55	Scotland's Natural Capital - Valuing Our Rural Environment The importance of the rural visitor economy, its long term sustainability and suggestions for preserving the natural environment and the towns and communities on which it relies.		Chris Greenwood, VisitScotland
11:20	Networking break at the Trade and Supplier Stands VisitScotland Zone in the Trade Stand area Your opportunity for a conversation with VisitScotland staff about anything affecting your business or tourism in the area. How to promote your business, reach international markets, manage your digital presence, how to profile Scottish Food and Drink, be more accessible to all visitors and advice on ways to help you provide the best visitor experience possible.		
11:50	The Climate Emergency And The Cairngorms National Park The global climate emergency is the biggest challenge of our time. Achieving net zero emissions by 2045 will mean major changes for transport, land use, housing and energy and will impact on everything we do in the National Park.		Grant Moir, CNPA
Attend 1st workshop - refer to delegate badge			
12:10 Workshop	Workshop 1 - Employment Law Essentials: 4 things that all employers should know Sustaining work forces includes being fair to all staff. Sometime this involves taking difficult decisions when employees' behaviour or performance fall below the standard employers reasonably expect.		Kirk Tudhope, Ledingham Chalmers
	Workshop 2 - Make Your Cairngorms Content King Find out how to maximise your membership through working most effectively with our high traffic VisitCairngorms channels. We reveal which content performs best and why, as well as launching new initiatives to help you optimise your digital content.		Suzy Bashford, CBP
	Workshop 3 - Harnessing Tomorrow's Talent: Millennials are from Mars, Managers are from Venus By 2025, Millennials will make up 75% of the workforce, yet many organisations are still grappling with the unique challenge of having four different generations in the workplace. Those that get this right will almost certainly gain competitive advantage in building a more sustainable business.		Graham Robertson, Project Scotland
	Workshop 4 - Sustaining Your Business For The Next Generation An update on the current inheritance tax (IHT) rules and reliefs available to business owners. Action points for you to consider - do the reliefs apply to your business?		Sandra Rennie, Johnston Carmichael
12:55	Networking Lunch in the Food Court Tea & coffee served in the Networking area, Osprey Arena		Food Court
13:55	Mountains, Media And The Environment The environment is a hot topic in the news today and something many people are rightly passionate about. How do you engage people and make huge global issues relevant to communities and individuals? One way is to weave local stories with environmental issues. From charr fishing on Windermere to Inverness based skier Helen Rennie who has skied at least once a month in Scotland for the past 10 years.		Henry Iddon, Film Maker, Photographer
14:05	Scottish Youth Parliament and the Climate Emergency 15 year old pupil Morven shares her views on the climate change emergency and what she, as a Scottish youth parliament member for Scouts Scotland is doing in response to it. She'll explain what the youth parliament is, why it has chosen climate change as its main focus this year and the campaign so far.		Morven Bayton, Kingussie High
14:15	Attend 2nd workshop - refer to delegate badge		
15:00	Attend 3rd workshop - refer to delegate badge		
15:45	Tourism Scotland – Our Vision and Mission for the Future Beyond 2020		Marc Crothall, Scottish Tourism Alliance
16:20	Summing Up		tbc
16:25	Vote of Thanks		Angus McNicol, CBP Chairman
16:30	Check in at the raffle table - are you a winner? Networking, Tea and Coffee at Trade & Supplier Stands		

Raffle in aid of Cairngorm & Braemar Mountain Rescue Teams - Tickets £5