

## MORE ABOUT OUR SPEAKERS

### Grab the Headlines



**Gordon Stevenson, left, is head of digital at Newsquest's Herald and Times Group**, following 21 years with Trinity Mirror's Media Scotland division.

Bucking the trends, the group, which publishes The Herald, Sunday Herald, Evening Times and The National, have seen an increase in combined newspaper sales and digital subscriptions.

The growth in digital communications generally is something towns and communities must embrace and capitalise on – Gordon will share his expertise in engaging target audiences through digital media; to extend the reach of your town and community.

### Towns on Film

**Case Study: John Hamilton, Manager, Explore Largs Business Improvement District  
Ali McLauchlan, Production Coordinator, Enterprise Screen**

Promoting everything there is to explore in Largs from shopping, eating out and events & festivals to accommodation, entertainment, historical and cultural, Explore Largs BID gathered all the good things happening in the town in one information leaflet and sent to over 100,000 places from Cumbria to Aberdeeen. Now attracting local people to use their town and visitors from rest of UK and further afield to visit.

With the help of Enterprise Screen and its Enterprise Screen Academy Scheme which uses trainee graduates to make film that is less costly and helping graduate development; a 30 second launch campaign on @STVNews increased @ExploreLargs web traffic tenfold (reach of 54,500+ people) - they built on this to establish brand recognition.

**Increase local and visitor footfall with VisitScotland's Online 'Scotland's Community and iKNOW Scotland'**

**Mark Irwin, Senior Brand Engagement Manager, VisitScotland**



VisitScotland's new focus on information which also includes a new global online community to allow Scots and those who love Scotland to bring alive the streets, characters and landscapes of our country. Entitled 'iKnow Scotland', the new online and face-to-face community will give businesses, industry and visitors the tools to enable them to share the Spirit of Scotland with others, benefitting business and community interests.