

2021 Regional Business Events Conference

The Path Forward

Thursday 11 March 2021

2PM TO 5PM

Virtual Meeting

Conference Programme



#RBEC2021

Conference Programme

14:00

Welcome

Mike Metcalfe

Conference Chair and Chair of the Business Events Development Group

14:10

Driving the success of tomorrow – the importance of Business Events to our Pathfinders

Sir Michael Ferguson CBE, FRS, FRSE, FMedSci

Regius Professor of Life Sciences, Wellcome Centre for Anti-Infectives Research, School of Life Sciences, University of Dundee

Charles Malone

Lecturer in Management and Head of Division Accounting Business and Management, Abertay University

Professor Colin Campbell

Chief Executive, The James Hutton Institute

Professor Frank Müller

Assistant Vice-Principal (Dean of Learning and Teaching), University of St Andrews

14:30

Legacy of business events - the “beyond tourism” value of international association meetings to create a powerful platform to advocate their positive societal impact

Lesley Williams

Managing Director, Best Cities Global Alliance

Professor Dr Alex Baldacchino

Professor of Medicine, Psychiatry and Addictions, University of St Andrews, Consultant and Clinical Lead in Addiction Medicine, NHS Fife Addiction Services, NHS Fife Research, Development and Innovation Director and President, International Society of Addiction Medicine

14:55

BREAK

15:00

Thought Leadership: The Future of Business Events and how it relates to our destination?

Gregg Talley

President & CEO, Talley Management and board member of ICCA (the International Congress and Convention Association)

15:20

Vision for recovery for Scotland and the direction for business events

Neil Brownlee

Head of Business Events, VisitScotland

15:25

Regional Business Events Plan for 2021 and beyond

Karen Tocher

Business Events Manager, Dundee & Angus Convention Bureau

15:35 BREAK

15:40 The Path Forward in the short, medium and longer term – what solutions do we need to consider

Harnessing hybrid and valuing virtual and the part it plays in the future of business events – considerations for venues and planners

Iain Johnston

Director of Operations, Johnston Media

Daniel Rosie

Managing Director, DLR Media

Chris Lawson

Chief Operations Officer, Cameron

16:00 Aspiring ambition for our region

Councillor John Alexander

Leader of Dundee City Council

16:05 Closing remarks

Mike Metcalfe

Conference Chair and Chair of the Business Events Development Group

16:10 Live Q&A session with our speakers and digital partners in the social lounge

17:00 Conference ENDS

Case Study - Promoting Inclusion Transforming Lives International Conference 2017



Our Speakers

We are delighted to introduce you to our invited speakers and look forward to hearing their views and expertise at our first Regional Business Events Conference: The Path Forward.

Conference Chair



Mike Metcalfe

Conference Chair and Chair of the Business Events Development Group

Mike's career spans 32 years working in Hotels with some brilliant people in a dynamic industry where challenge and change is always a constant. He began in 1981 with Swallow Hotels and after working the shop floor in all departments his training and spending time within each management discipline he became the groups youngest General Manager in 1988 at the age of 28. Since arriving in Dundee in 1992 Mike has made the city his adopted home. He moved into a Regional role in the 90s with Swallow Hotels operating Hotels across Scotland and England and then as a Regional Director with Crerar Hotels before joining Hilton Worldwide in 2010 as General Manager at the beautiful Hilton Dunkeld House Hotel & Estate.

Throughout this period, Mike continued to live in the City of Dundee.

Mike's own motivation is fuelled by helping to create successful teams and in sharing success. He has never lost the love of direct contact with customers and with his teams. His skill base covers many disciplines associated with strong leadership and strategic business management.

Mike has always engaged his hotels with their local business economy. He is currently Chair of the Dundee & Angus Convention Bureau Business Events Development Group and is involved with the current Dundee Tourism Leadership Group reviewing the City's forward Leisure Tourism Strategy. For a period of seven years in his earlier days as Chair of the Dundee & Angus statutory Tourist board where the Ambassadors Program was first launched linking business events with academic research institutes in Dundee. The program was relaunched by the Dundee & Angus Convention Bureau in 2019 as the current Pathfinders Program. These roles have helped Mike develop relationships that have been beneficial to his business and have allowed him insight and input into shaping the local tourist economy.

Driving the success of tomorrow – the importance of Business Events to our Pathfinders



Sir Michael Ferguson CBE, FRS, FRSE, FMedSci

Regius Professor of Life Sciences, Wellcome Centre for Anti-Infectives Research, School of Life Sciences, University of Dundee

Mike Ferguson obtained a PhD in Biochemistry (1982) at London University. He was a Postdoctoral Fellow at the Rockefeller University, New York, with George Cross FRS and at Oxford University with Raymond Dwek FRS. He took up a lectureship at The University of Dundee in 1988 and was promoted to a personal chair in Molecular Parasitology in 1994 and was appointed the first Regius Professor of Life Sciences in 2013.

He has published over 250 peer reviewed research papers and is known for solving the first structures of glycosylphosphatidylinositol (GPI) membrane anchors, which play important roles throughout eukaryotic biology.

His research takes a multidisciplinary approach to understanding the biochemistry of protozoan parasites that cause tropical diseases, particularly the trypanosomatids that cause human African Sleeping Sickness, Chagas' disease and leishmaniasis. He believes in the fundamental importance of working across the Biology / Chemistry interface and is particularly interested in Translational Research. Together with his colleagues, he was instrumental in establishing the

Drug Discovery Unit at the University of Dundee and he is a member of the Wellcome Centre for Anti-Infectives Research. He is also co-Director of the successful Dundee Proteomics Facility.

Mike was Dean of Research for Life Sciences from 2007-2014 and continues to play a role in Research Strategy. He led the construction of the Discovery Centre for Translational and Interdisciplinary Research and is co-lead on the Growing the Tay Cities BioMedical Cluster component of the Tay Cities Deal. He is Deputy Chair of The Wellcome Trust and a member of the Board of Directors of the Medicines for Malaria Venture (MMV).

Mike is a fellow of the Royal Societies of London and Edinburgh and of the Academy of Medical Sciences and a member of EMBO. He was knighted in 2019 for services to science.



Charles Malone

Lecturer in Management and Head of Division Accounting Business and Management, Abertay University

Charles is an international management lecturer at Abertay with considerable experience of providing advice and consultancy in areas such as strategic planning and employee engagement and the Programme Leader for Business Management and the Chartered Management Institute lead on campus. He also leads Abertay's Innovation for Global Growth project which involves Abertay students and some of Scotland's leading employers - including Heineken, RBS and BT, SFA - working together to find solutions to business problems. As part of this project, Abertay students recently used computer games technology to help design BT's first Customer Experience Lab. The event has been recognised for its contribution to graduate employability and employment.

His teaching is mainly in the areas of international management, organisational behaviour and critical management studies and is a Fellow of the Higher Education Academy and keen to explore contemporary approaches to teaching and learning. His approach to teaching is largely influenced by storytelling and innovative methods in assessment. Charles' most rewarding achievements to date have been being recognised by his students for his approaches to teaching through the Student Led Abertay Students Association Awards. He has been involved in numerous media projects examining the recent economic history of Dundee and employment in multi-national companies. He was part of the production team for the BBC documentary series 'Power to the People', and has been involved in a number of radio productions including guesting on a documentary for Radio Scotland hosted by Ricky Ross. Prior to teaching, Charles was employed by an American Multi-National Enterprise as a robotics technician.



Professor Colin D Campbell BSc, PhD, FRSB, MIOd, ARAgS, FRSE

Chief Executive, The James Hutton Institute

Colin is Chief Executive of the James Hutton Institute and is responsible for leading the organisation and its 550 staff and 120 PhD students. He has broad interest in sustainable development and has developed the vision and mission of the institute around the UN Sustainable Development Goals. He sits on the Scottish Government's Forum for Natural Capital and has led research programmes on using the Ecosystem Approach to solve problems around land use decisions. He served on the RSE Commission of Inquiry "[Facing up to Climate Change](#)" and was a contributing author to the UK National Ecosystem Assessment. He has over 30 years of experience in soil microbiology/soil science applied to agri-environment issues with expertise in fundamental and applied studies on the effects of pollutants on soil microorganisms and soil health and in understanding how microbial diversity contributes to ecosystem functioning. He is a Guest professor in the Soil and Environment Department, Swedish Agricultural Sciences University (SLU), Uppsala, Sweden and has also worked in Australia, South America and China looking at semi-tropical and temperate ecosystems there. He was an associate editor with [Soil Use and Management](#) and the [European Journal of Soil Science](#) and Applied Microbiology has acted as an expert advisor and participant in several EU and UK Government workshops addressing issues of the sustainable use of soils. He has over 120 research papers in soil science, land use and microbiology. He was elected as an Associate of the Royal Agricultural Societies (2017) and as a fellow to the Royal Society of Edinburgh (2018). He has had a long interest in the extent of microbial diversity in soils and the factors controlling their composition and distribution. He also studies of the use of biological indicators of soil health

and the effects of recycled organic matter on soil micro-organisms to better define the sustainability of such practices with a specific focus on soil protection and Statutory limits for heavy metals. His work

in Sweden with the [Swedish Agricultural Sciences University \(SLU\)](#) has been looking at micronutrient supply in farming systems in relation to localised soil resource-food quality issues. He is co-inventor of [MicroResp](#), a novel physiological profiling method for characterising soils, sediments and waters and has other patents on novel [molecular fingerprinting](#) methods.



Professor Frank Müller

Assistant Vice-Principal (Dean of Learning and Teaching), University of St Andrews

The current AVP (Dean of Learning and Teaching) is Frank Lorenz Müller. He has held this role since February 2021.

Frank was born in 1970 and grew up in what was then West-Berlin, with a year in Bristol thrown in for good measure. Having graduated from the Free University of Berlin with a degree in History and English in 1996, he gained his DPhil as a Rhodes Scholar from the University of Oxford in 2000.

Frank was a Junior Research Fellow in History at University College Oxford before joining the School of History at St Andrews as a lecturer in 2002. A Senior Lecturer since 2005, Frank was promoted to a Professorship in Modern History in 2012. He mainly works on the politics and political culture of 19th and 20th-century Europe, with special interests in the history of monarchy, nationalism, liberalism and biography.

Frank has published books on British perceptions of German nationalism, the revolutions of 1848-1849, the German Emperor Frederick III and on succession in the monarchies of 19th-century Europe. He led the AHRC-funded project 'Heirs to the Throne in the Constitutional Monarchies of 19th-Century Europe' (2012-2017) and is founder-editor of the 'Palgrave Studies in Modern Monarchy'. His current research interest is the legacy of monarchy in post-WW1 Europe.

Legacy of business events - the “beyond tourism” value of international association meetings to create a powerful platform to advocate their positive societal impact



Lesley Williams

Managing Director, Best Cities Alliance

Employed by [GainingEdge](#), Lesley took up the post of Managing Director for the [BestCities Global Alliance](#) account in January 2020, having worked as Director, Market Development since July 2017. Before joining [GainingEdge](#) and [BestCities](#) Lesley was Head of Business Tourism for Marketing Edinburgh where her key focus has been sourcing and bidding for international and national conferences and events for the city.

Lesley participates fully in the wider tourism arena, is a past Chair of ICCA UK and Ireland Chapter and a huge advocate for legacy and the beyond tourism benefits generated by business events.

Previous experience includes business development for international hotel chains and prestigious caterers and 8 years as Director of Sales at the Edinburgh International Conference Centre ([EICC](#)) playing a key role in taking EICC into operational profit in 2003 through the development of key international and national association and corporate business.



Professor Dr Alexander Baldacchino

Professor of Medicine, Psychiatry and Addictions, University of St Andrews, Consultant and Clinical Lead in Addiction Medicine, NHS Fife Addiction Services, NHS Fife Research, Development and Innovation Director and President, International Society of Addiction Medicine

Alex is Professor of Medicine, Psychiatry and Addiction at the University of St Andrews and Consultant Psychiatrist with NHS Fife Addiction Services, Scotland, United Kingdom. He has been principal investigator in biological, neuropsychological, neuroimaging, clinical and policy related research portfolios when working with the Universities of London, Cambridge, Dundee and St Andrews for the last 25 years. In the last 15 years he has been the UK principal investigator to several European Union funded projects. These include looking at barriers and challenges faced by individuals with substance misuse related problems accessing treatment (IATPAD Study), a cross-cultural multicentre study to determine the nature, extent and management of drug related mental health problems in Europe (Drugs and Psychosis and ISADORA Studies), internet and drug addiction (Psychonaut 2002) and Overdose Risk Information Project (ORION) amongst others. His research portfolio has a common thread of understanding the comorbid conditions (physical and psychological) arising as a result of chronic abuse of pharmacological agents with dependence potential especially opioids, nicotine and alcohol. He has around 150 peer reviewed publications.

He is Board Director and President with the International Society of Addictions Medicine (ISAM) and NHS Fife Director for Research, Development and Innovation

Thought Leadership: The Future of Business Events and how it relates to our destination?



Gregg Talley

President & CEO, Talley Management and board member of ICCA (the International Congress and Convention Association)

Gregg founded TMG in 1987 with his father after prior experience in association and event management along with destination marketing experience. For the past 33 years TMG has provided association management services and consulting to national and international associations. In addition, TMG provides major event and citywide convention planning for clients across the US and around the globe working as a core PCO.

In 2016, Gregg helped launch the African Society of Association Executives as a Management Advisor and provides training and education across the continent to African association leaders on a pro bono basis.

In 2018, Gregg launched association management company joint ventures in Africa, based in Nairobi, Kenya and India, based in Delhi. He is a frequent traveller to Kenya where he has family.

Gregg also consults with destinations globally at the city and national level on business event strategy and national association development to align with strategic growth sectors.

Gregg serves on many destination and national advisory boards and is active in speaking and writing about industry issues. He is a past National Chair of the Professional Convention Management Association (PCMA) and is currently Treasurer on the Board of the International Convention and Congress Association (ICCA).

Vision for recovery for Scotland and the direction for business events



Neil Brownlee

Head of Business Events, VisitScotland

Neil is Head of Business Events at VisitScotland, leading a team of 10 dedicated business event specialists based in Scotland and North America. Ultimately reporting into government, he is responsible for the development and implementation of the marketing strategy for business events at a national level for Scotland. Neil works closely with the city convention bureaux and main conferences centres in Scotland. More recently the new “Policy Driven Model” has raised business events to a higher strategic level within Scotland, aligning with the Scottish Government’s ambitions for the country across more than 40 policy areas.

With 30 years’ experience in the international hospitality and business events industry, Neil joined VisitScotland in 2008. His career prior to that included business development with Sodexo; Director of Sales & Marketing at Rocco Forte Hotels and revenue development with Le Meridien Hotels in the USA.

Neil is on the current Board of Directors and European Advisory Board of the Professional Convention Management Association (PCMA), and has spoken at many industry forums, including the UN World Tourism Organisation General Assembly, in Chengdu, China.

Regional Business Events Plan for 2021 and beyond



Karen Tocher

Business Events Manager, Dundee & Angus Convention Bureau

Karen heads up the talented team at Dundee & Angus Convention Bureau, working with partners to advance social and economic progress for Scotland and the region of Dundee, Angus, Fife and Perthshire by attracting progressive events which showcase the region’s pioneering, creative and innovative thinking and dynamic environment. Born in South Africa and having qualified in hotel management in her home country, Karen worked with leading hotel groups such as Sun International and Protea Hotels before moving to the UK in 1994.

Her 32 years of experience in tourism and hospitality led her to working in numerous renowned hotels – including the opening of Stakis Edinburgh Airport Hotel (now DoubleTree by Hilton Hotel Edinburgh Airport) and the Carnoustie Hotel Golf Resort and Spa in its opening years before moving to head up Dundee & Angus Convention Bureau.

Dundee & Angus Convention Bureau collaborates with great minds from all academic institutions across the region in bringing national and international academic and professional association conferences to Dundee City and Region. The recently rebooted conference ambassador programme, Pathfinders, encourages leading professionals to be part of a new movement, forging new links, driving new pathways and nurturing the future for academic, social and economic success through the platform of business events.

Harnessing hybrid and valuing virtual and the part it plays in the future of business events – considerations for venues and planners



Iain Johnston

Director of Operations, Johnston Media

Owner of Johnston Media & GlobalEvents24/7 Johnston Media has been my primary business for almost twenty years, I am known for filming & Livestreaming conferences and events here in Scotland, the UK and Worldwide. I recently decided to launch Globalevents24/7, a business that will concentrate solely on virtual Conferences and Events using a range of bespoke platforms.



Daniel Rosie

Managing Director, DLR Media

Daniel is the Managing Director of DLR Media, a Dundee based Marketing and Communications agency. DLR Media have a specialist production team who work with a range of local and national clients. Primarily working with sports and events clients to deliver promotional videos and live event coverage.



Chris Lawson

Chief Operating Officer, Cameron

Coming from a technical theatre background, Chris has worked in live corporate events since 2005. During this time he has worked his way through many different roles; Event Manager, Production Manager, Account Manager, Event Producer including Speaker Coaching to his current position as Chief of Operations at Cameron Events.

Aspiring ambition for our region



Councillor John Alexander
Leader of Dundee City Council

Councillor John Alexander has been Leader of Dundee City Council since 2017. He has been an elected representative in Dundee since 2012, holding senior positions in the governing administration including Convener of Housing and Convener of Neighbourhood Services.

As the political leader, John and his team set the strategic direction, agenda, and policy development of Dundee City Council. This includes a leading role and oversight of Dundee's £1 billion Waterfront Regeneration, the creation of the Michelin-Scotland Innovation Parc and the £350 million Tay Cities Deal.

He also holds the role of Chairman of the Scottish Cities Alliance, an organisation which is a unique collaboration of Aberdeen, Dundee, Edinburgh, Glasgow, Inverness, Perth & Stirling in partnership with the Scottish Government. The Alliance is focussed on sustainability, economic development and promoting investment opportunities across the cities.

[Case Study - World Community Development Conference 2019](#)



Our Partners

2021 Regional Business Events Conference is created through partnership and collaboration. We are delighted by the generous support and collaboration we have received from our Partners. Our thanks and gratitude go to everyone involved.



Abertay is a modern university with a focus on teaching and research to directly support the industries of today and the future. From creating insect-based food to tackle malnutrition in Zimbabwe and exploring creative new low-carbon solutions via its Transforming Net-Zero project, to the work of its Urban Waste Water Technology Centre and research in physical activity for healthy ageing, Abertay researchers work to address real-world challenges and deliver impact for society and the economy.

[About Us](#)



Cameron are an events company with imagination and innovation at our core, connecting ideas and creating unforgettable experiences. We push boundaries to banish the bland, draw a crowd, and transcend expectations.

[About Us](#)



DLR Media is a well-known company in Dundee, offering a comprehensive range of marketing and communications advice, strategy and services for individuals, businesses, and serving both local, national and international clients. [About Us](#)



ICCA - the International Congress and Convention Association - is the global community and knowledge hub for the international association meetings industry. ICCA is the global association leader for the international association meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. [About Us](#)



Making an impact through science, James Hutton Limited is responsible for commercialising the intellectual property, facilities, science and research of the James Hutton Institute to provide services that address global challenges in a changing environment. [About Us](#)



Johnston Media & GlobalEvents 24/7 produce, manage and stream virtual events, conferences and training for businesses around the World. We have a depth and breadth of experience across THE industry sectors including pharmaceuticals, financial services, healthcare and food and drink. [About Us](#)



NHS Tayside responsible for commissioning health care services for the residents in the geographical local government areas of Angus, Dundee and Perth and Kinross. NHS Tayside's governance includes 3 major and a number of community hospitals, including the University of Dundee's Medical School attached to the region's flagship institute, Ninewells Hospital in Dundee. [About Us](#)



Be a part of a new movement, forging new links, driving new pathways and nurturing the future for academic, social and economic success. Drive the success of tomorrow through the platform of business events to advance your area of research or discipline and deliver global knowledge exchange which benefits individuals, institutions, organisations and communities here and around the world. [About Us](#)



We are home to genuinely world-class science and research that has a positive impact on people's lives. There is a strong tradition at Dundee of motivating research by 'real-world' issues and problems, and a desire to do research that makes a difference. This extends beyond labels such as applied or translational research to more fundamental drivers for undertaking research. [About Us](#)



University of St Andrews brings together researchers from around the globe to explore and challenge the world around us. From local to international topics, our research spans from ancient history to modern scientific breakthroughs. [About Us](#)



Business events are vital to Scotland as we welcome thousands of delegates a year to our cities and towns. Business events bring knowledge and expertise into our country and we work with partners across the Scottish public and academic sectors to ensure that every event coming to Scotland can engage with our world leading knowledge economy. [About Us](#)

Case Study - 7th IOBC/WPRS Working Group Meeting: "Landscape Management for Functional Biodiversity"

