

Association of Singapore Attractions & Edinburgh Napier University

Executive Development Programme

Sustainable Place Management through Experience Engineering

With the support of the **Singapore Workforce Development Agency**, the **Association of Singapore Attractions** and the **Edinburgh Napier University** have developed this programme specifically for owners, managers and decision-makers of destinations, precincts and attractions, or, in more holistic terms, places.

This 3-day programme aims to provide place managers practical insights and tools to strategise, organise and implement more effective action plans. Industry-specific case studies have been incorporated to excite discussion and application of new perspectives and tools, specifically in fly-cruise tourism, retail-tainment and visitor attraction.

KEY CONCEPTS AND TOPICS

- Destination development in a Singapore context
- What defines a competent destination?
- Challenges, threats and opportunities for destinations
- What is the Singapore experience?
- Understanding and managing experience in tourism settings
- Designing memorable experiences
- Analysing of your destination
- Understanding design, staging, theming and co-creation in tourism settings
- Knowing customer and trends in consumer behaviours and consumption that are driving the experience economy
- Importance of a Destination Strategy delivering 'high value experiences' - Vision, Leadership and Innovation

KEY PROGRAMME BENEFITS

At the end of the programme, participants will be armed with:

- New and holistic perspective of their respective businesses
- Tools to design & engineer meaningful & memorable experiences
- Practical insights in implementing guest-experience led change in their organisations

PROGRAMME DETAILS

9:00AM to 5:00PM
28, 29 & 30 July 2015

M2 Academy
 218 Orchard Road, #11-01
 OrchardGateway@Emerald,
 Singapore 238851

PROGRAMME FEES

S\$990.00 for ASA members
 S\$1,400.00 for non-members

REGISTRATION

Closing date for registration:
Friday 19 June 2015

Please complete & submit the registration form to the Association of Singapore Attractions no later than Friday 19 June 2015.

As places are limited, in the event of over-registration, ASA will inform all registrant the outcome of their respective registrations. All registrations will only be complete upon the full payment of the programme fees no later than 10 July 2015.

WHO SHOULD ATTEND

Owners, decision-makers and key managers and planners of attractions, parks, museums, leisure, entertainment and recreation businesses, and, integrated precincts.

ABOUT EDINBURGH NAPIER UNIVERSITY

Edinburgh Napier University is one of the largest higher education institutions in Scotland with almost 18,000 students from 109 countries on campus. Edinburgh Napier University offers industry informed programmes which combine the optimum balance of theory and practice, to equip graduates for success in today's competitive global job market. The University's accolades include:

- Top Scottish Modern University for Sports Science (The Guardian League Table 2013 & The Times League Table 2013)
- Ranked top 100 amongst UK universities (The Guardian University League Tables 2015)
- Top 100 UK graduate prospects (The Sunday Times University Guide 2014)
- Ranked top 16 amongst UK universities (The Guardian University Guide 2015: League table for Hospitality, event management and tourism)
- Accredited by Institute of Hospitality, UK

PROGRAMME FACILITATORS



DR. JANE ALI-KNIGHT BA(Hons), MSc, PhD is a founding member and Director of the Edinburgh Institute: Festivals, Events and Tourism (EIFET) at Edinburgh Napier University, Scotland and is Course Director of the 'Executive Certificate in Event Management'. She is currently leading and developing EIFET operations in Scotland as well as lecturing at Universities internationally and facilitating training and development in the field. She is currently a board member of BAFA (British Arts and Festivals Association) and SEFA (Scottish Events and Festivals Association).

A recognised academic she has presented at major international and national conferences and has published widely in the areas of wine tourism, tourism, festival and event marketing and management. She has also edited seminal text books in the area of Festival and Event Management: *International Perspectives of Festivals and Events: Paradigms of Analysis (2008)*; *Case Studies in Festival and Event Marketing and Cultural Tourism (2006)* and *Festival and Event Management: An International Arts and Culture Perspective (2003)*. Current research interests include career destination of festival and event graduates; the use of social media in festivals and events and the growth and development of festivals and events in emerging tourism destinations. Jane has extensive experience in designing and delivering undergraduate, postgraduate and professional courses in tourism and festival and event management both in the UK and overseas.

Her recent event related experience extends to Special Events Management and Publicity Co-ordination for the Abu Dhabi Film Festival (ADFF), 2007 – 2012, Event Corporate Hospitality Management and logistics through working for Emirates Flight Catering on the 2007 Dubai Air Show and extensive Professional Conference Organisation.



MR. KENNETH WARDROP BA(Hons), MBA, MTS has expertise in economic, tourism and destination development, alongside brand management, place marketing, living culture and tourism, and festival and events operations. Kenneth currently manages his own tourism consultancy business. Previously he was Chief Executive of the Destination Edinburgh Marketing Alliance Ltd raising the global profile of Edinburgh as a place in which to invest, visit, live, work and study. Kenneth was also a founding Director of Edinburgh Convention Bureau and Head of Economic Development with the City of Edinburgh Council.

Kenneth has a Masters degree in Business Administration from Strathclyde University, and he is a Visiting Research Fellow in the Business School and is an Associate of the Edinburgh Institute at Edinburgh Napier University. In this capacity he is Project Director of the Destination Leadership Programme working with tourism industry professionals across Scotland. Kenneth delivers executive training in tourism in Dubai, Abu Dhabi, Qatar, and Hong Kong.



DR. LOUISE TODD BA(Hons), MPhil, PhD, FEA is a Lecturer in Festival and Event Management in the School of Marketing, Tourism and Languages at Edinburgh Napier University. She is a Fellow of the Higher Education Academy and teaches a range of undergraduate and postgraduate modules, including managing and leading the 'Experience Design and Management for Tourism, Hospitality and Events' and 'Event Management' modules. Louise is Deputy Programme Leader for the University's MSc programmes in Tourism, Hospitality, Festivals and Events.

Louise's research and publications lie in the areas of festivals and events, tourism, and marketing communications. She has particular interests in the arts, experience design, consumer brand relationships and visual methods. Louise's PhD research involved an in-depth study of the Edinburgh Festival Fringe, its brand image, and the types of brand relationships that exist between the Fringe and its stakeholders. Louise is a member of the University's Tourism, Hospitality and Events Research Cluster.

Louise's professional background and previous industry experience is predominantly across the arts, media, and festivals and events. Louise is Chartered Institute of Marketing (CIM) qualified and before joining Edinburgh Napier University in 2007 she enjoyed a number of years' experience in marketing and communications management roles. In these roles she was responsible for the design, management and marketing of numerous arts, media, entertainment and educational events, within organisational and festival contexts. These include designing and managing media events, public lectures, and industry masterclasses for Glasgow 1999: UK City of Architecture and Design Festival; and Channel 4 Television Nations and Regions in the UK; followed by communications and senior marketing management roles in Further and Higher education settings. Prior to this, Louise studied at the Glasgow School of Art where she completed a Fine Art undergraduate degree, followed by a postgraduate research degree, during which she considered programming in contemporary arts venues.

Organised By:



In Partnership With:



Supported By:



ASSOCIATION OF SINGAPORE ATTRACTIONSEmail: secretariat@singapore-attractions.com; Fax: 6278 7518**REGISTRATION FOR ASA-ENU EXECUTIVE DEVELOPMENT PROGRAMME**

We would like to register for the ASA-ENU Executive Development Programme to be held on 28 to 30 July 2015. **Closing date for registration is Friday 19 June 2015.**

We understand that availability is on a first-come-first-served basis and places are limited. In the event of over-registration, ASA will inform all registrants the outcome of our respective registrations. **All registrations will only be complete upon the full payment of the programme fees no later than 10 July 2015.**

REGISTRANT 1:

Name:	
Designation:	
Contact: (Office)	(Mobile)
(Email)	

REGISTRANT 2:

Name:	
Designation:	
Contact: (Office)	(Mobile)
(Email)	

REGISTRANT 3:

Name:	
Designation:	
Contact: (Office)	(Mobile)
(Email)	

Please bill our company: ASA Members: S\$990 per registrant; Non-Members: S\$1,400 per registrant.

Company:	
Attraction:	ASA Member: <input type="checkbox"/> YES <input type="checkbox"/> NO
Address:	
Authorised Contact Person:	
Designation:	
Contact: (Office)	(Mobile)
(Email)	
Signature:	