

Inside this issue:

Events:

Mmm... on 3rd October - p. 3
Bateaux Brainstorm - p. 11
Free tourism training sampling events - p.6

How to:

Cut down on the discounts - opposite page
Blink and you'll see it - p. 3
Kids stuff - not so easy - p. 4
Make sense of multiculturalism - p. 5
Win customers on the front line - p. 10
Tourism Network Handbook (free!) - p. 11
Sensual training - p. 12

Issues:

Time to turn off the TV - p.6
True cost of the Olympics - p. 7
Tourism Development in Yorkshire - p. 8

Wondering who we are?

The Tourism Network is an independent, not-for-profit industry support agency. It was established by Susan Briggs, an independent marketing consultant since 1990. Our aim is to support the UK tourism industry in a practical, enthusiastic and fun way - with training workshops, networking meetings, publications and consultancy advice. Find out more about our consultancy services as well as the free and low cost ways in which we can help you www.tourismknowledge.com/aboutTN.htm

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Down with the discounts!

We work in a fascinating industry, full of fun, with fantastic products to promote. Think of those poor souls selling nothing more fascinating than loo rolls. A bum deal if ever there was one. In the toilet tissue world, the most exciting product innovation just means a little softer (anyone remember that crinkly tracing paper-like stuff you got at school, with "now please wash your hands" next to the perforated line?). And marketing means either "love your bottom" photos on billboards or a cute (and now actually very old) puppy.

Tourism. Beautiful locations, 2000 years of history, surprising venues, quirky places, luxurious hotels, EasyHotel cupboards. We've got the lot.

But where's the imagination? We all moan about limited marketing budgets. And yet a few clever ideas thought up in the pub cost practically nothing.

When visitors stop coming, what do we do? Do we consider the reasons why, analyse the barriers, think about new emotional appeals and a compelling call to action? No. We worry about our reduced revenue. And then we cut prices. We make sure everyone knows things are bad by telling them we're so desperate for visitors we'll even discount to get them. And revenue doesn't exactly benefit does it?

You have 50 people willing to pay £6 to come to your attraction/easyHotel. That means you earn £300.

But suppose you reduce your price and do a discount promotion. If you're lucky you could double your numbers.

So you have 100 people willing to pay £3 to come to your attraction/hotel. That means you earn £300.

Ooops. All that extra work, wear and tear and promotional effort for nothing. Of course the extra people might spend a fortune in your shop or restaurant. Then again, they might be skinflints and not be as willing to part with their cash as the original 50.

There's an additional, more damaging problem. You'll have 100 people who start to think the "going rate" for the attraction or hotel is only £3. Once you start to discount, that prices become normal.

I'm not saying discounts never work. They're a great tactical activity i.e. very short term, very carefully targeted. That's not the same as last resort, can't be bothered to think of anything else. They work best when everyone knows what's going on and understands why they're getting a deal.

Most of us don't go to restaurants on a Monday night. It feels too self-indulgent and too expensive for the start of the week. But when we see a great deal on a Monday night we can be tempted out of our own kitchen. And we know it's because restaurants need Monday night business.

We buy clothes at half price at the end of the season. Silly prices because you'll only get to wear that summer frock once more this year. And it probably doesn't fit you either but at least it was cheap.

These are two way deals that we understand. But what happens when you try to tell people that what you are offering is wonderful, fantastic, vibrant etc and worth making a trip for. And it's also half price. Most of us are cynical and suspicious of that mixed message.

Do you really think that if I'm nervous about bringing a 4 year old into London, having a half price ticket will help? "Never mind if there's a bomb scare, you didn't pay full price for the ticket". It doesn't work for me.

We need to think about some other options. Here are just a few that we'll consider in more detail later.

1. Sit tight, don't spend your promotional budget now and plan for the future, hoping everything will get better - and it usually does.
2. Reassure potential visitors and guests about the things that they worry about, such as safety. Media images of the stronger police presence remind everyone about what's happened but you can also argue that people feel safer with so many police around.
3. Think about concerns and help to overcome them. Stressing your proximity to a major train station might not be your best bet right now. Offering ideas for walking routes and travel by boat could be better.
4. Think again about your target markets. Domestic families might be harder to reach but other overseas sectors are still coming.
5. Demonstrate the real benefits of what you have to offer. Remember most of us react according to emotional marketing. Make people feel proud, make them feel involved, make them happy, make them feel this is an opportunity not to be missed.
6. If you still feel tempted to discount, do it differently. Don't devalue - add value. Maintain your usual price but offer some added value. A free guide book usually worth £x with every two paying visitors, bottle of wine with dinner, special guided tour, peek behind the scenes etc.

Rant over! What do YOU think?
susan@tourismnetwork.org

Mmm....

Motivation, management and mentoring
Monday, 4th October from 3.00 - 6.00 pm

Before we get drawn into the dark cold days of Winter, come and be motivated by one of the UK's top motivational speakers, Martyn Helliwell, an enthusiastic and inspiring adventurer and survivor. Martyn will be giving us his insights on how to achieve success through planning, commitment and effective teamwork coupled with unshakeable self-believe and determination to reach each successive goal.

There'll also be a chance to enjoy a brief management master class, with an opportunity to find out about a new mentoring programme which is so heavily subsidised by the LDA you can save yourself £900!

This is another **FREE** event, thanks to funding from the London Development Agency and European Social Fund. This event takes place at the *Bonnington Hotel in Bloomsbury* and includes a glass of wine! Don't book too late as places are likely to go fast! All bookings must be made through the website:
www.tourismknowledge.com/events.htm

Blink and you'll see it

It can be hard to apply the lessons learnt from business books into real life, especially the tourism industry. Malcolm Gladwells' are different. His writing just seems to flow from one story to another, gradually making a point so his books are very easy and quick to read.

His first book, *The Tipping Point*, is particularly relevant to the tourism industry because it's essentially all about the power of word of mouth and that's one thing we all rely on.

He talks about different types of people and how they all have a role to play in passing on information until a product, service or trend reaches its tipping point. It's what made me think about the power of what I call "influencers" and led to a recent Tourism Network Meeting on that subject.

His most recent book is called *Blink* and is about the "power of thinking without thinking". I used to think that I'm just an impulsive, headstrong Yorkshire lass who sometimes relies a little too much on gut instinct and who's too stubborn to revise first impressions. Thanks to Malcolm Gladwell I can now argue that these traits are no longer negatives.

He makes the points that we all have a powerful ability to make instant decisions and judgements which are often right. A first impression can be more powerful than a rational, researched and argued case.

He suggests that if we are asked to justify our decision, we question it and revise our opinions so our original wisdom gradually ebbs away. Trusting intuition and first reactions might be best.

This book is essentially a licence to be lazy. Scan reading a few paragraphs and dipping in and out of information might actually be more effective than spending days laboriously researching something and listening to everything your boss tells you...

Kids stuff! Not so easy...

When we consider what makes the majority of attractions successful - there's one common denominator - yep... 'those meddling kids!' They might be a nuisance but as many family-oriented attractions are now finding, there's a big hole when they're no longer around.

Families are a major influence - children need to be happy to keep the Mums and Dads happy (and Grannies and Grandpas) and Mums and Dads are happy if they can educate, amuse and enjoy their days out with their children. Happy families are what we aspire to!

So, it's simple - just show the children a great time. Actually, what that really means is to hope that wherever you (or they) choose to go, the attraction will be on the children's wavelength and accommodate them so well that they'll take the pressure off you, and leave the entire family happier, more in love with each other, and feeling rewarded, educated and closer than ever. And leaving everyone with great memories!

Let's be realistic though. While all this may in theory be possible, children generally get in for 'half price' but you still have to invest in marketing to them. Perhaps it's better to focus on full paying grown ups?

I reflected on my childhood, and now at the ripe old age of 45, I find myself taking my children to the places that impressed me as a child - and that's true for many of us. Children are important, the adults of the future. Children are increasingly important influencers and pester power is strong.

We need to face the facts though and consider why some of your marketing might not be working. Kids are not just kids. They also go through life stages and need different approaches, just like you'd target 25- 35 year olds differently to 50 - 60 years olds. James Marsh at b3 creative is an expert in

'communicating with children' and offers this free advice

Ascertain the age of your target group very carefully. Children can be conveniently divided into the following age groups: Up to 4/5 years (preschool and reception); 5 -11 (key stage 1 and 2) though this is better subdivided into 5 - 7 years (key stage 1); and 8 - 11 years (key stage 2) and 11 -13 years (key stage 3); and 14 - 18 years (key stage 4 and further education).

In the younger age groups, language must be simple with short, interesting sentences. Most of the communication should be through use of images and colour, often bright primary colours. Children of this age group respond to illustration rather than photography. They will often read magazines and books with their parents, rather than on their own. They want parental approval.

Decided whether a campaign is aimed at boys, girls or both. If it is aimed at both, design the campaign to be slightly slanted towards boys. Girls will generally respond but boys aren't interested in something seen as girlish. So limited the pink and other pastel colours.

As children get older and become more sophisticated, language use becomes more complex - jokes based on puns become popular, for instance. There is increased awareness of what is happening in TV, music, film and fashion. Colour palettes become increasingly sophisticated and diverse. Images tend to be photographic or illustrations with a "street" style.

All children love free stuff (don't we all...) but be warned that what seems to be the height of fashion now, will be over with in a couple of months. So if someone offers to do a campaign for next summer using wristbands, don't say we didn't warn you.

Don't believe the hype! The number of pop groups, films and gadgets aimed at children is enormous - and most fail despite PR campaigns. As a rule of thumb, if it's got a major celebrity buying into it, it'll probably work. But only probably. Teenagers in particular have a highly-tuned bullsh** detector - if there's any whiff of something being fake, they'll spot it. And, no matter what they say, nobody really knows what the next big thing is...

Beware referring to your own childhood as a bench mark! The music and TV programmes that we remember from our childhood are ancient history to today's children. Until it all comes around again...

Make it fun and the children will come with you. Make it straight and your audience will drift away. Remember school is where they have to do work, outside of that is playtime!

For more information you can reach James at james@b3online.co.uk

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B3recently helped The Tourism Network with a project to promote the Pool of London area to young children and families. Take a look at what they did on www.pooloflondon.com to download the Family Friendly Trails they helped to devise. The objective was to position the Pool of London as the family friendly destination in London, something no other area is currently doing. In addition to making the trails available from the website, 15,000 trail leaflets have also been printed and distributed through Tourist Information Centres, local attractions, the Britain and London Visitor Centre. This has also resulted in extensive PR coverage in national regional and local press, on websites and London TV.

Making sense of multiculturalism

One of the fun aspects of the tourism industry is that we come into contact with people from very varied backgrounds, both colleagues and customers. But most of us are scared of "saying the wrong thing" and although we might like to know more about the differences and similarities of people from different cultural groups and ethnic minorities, we're generally shy of asking. If you don't find out more how can you avoid causing inadvertent offence and how can you really tailor your services to the needs of different nationalities?

The Tourism Network is being funded by the London Development Agency to develop a new website with animated sequences, a DVD, reference handbook and a special event to help overcome this problem. The "Multicultural Multimedia Packs" will be distributed to around 2000 people next year, although you'll be able to access some of the information on the website in a month or so.

We're focusing on the "Five Fs". These are: food; faith; festivals; family; and fun. We'll be covering all of these angles to give you a better understanding of different faiths and cultures. We'll have more details soon.

In the meantime, we need to know what information you would find useful and any questions you'd like us to answer. Please get in touch - susan@tourismnetwork.org.

Free tourism training sampling events from the Tourism Network

Most of us like to get a sneak preview of something before we commit to it and training is no exception. Recognising this, The Tourism Network has put together a programme of training sampling events. This means that you can choose a topic about which you'd like to know more and then come along to a free* training session. You'll get to learn something new and decide if it's for you. We also provide plenty of details of other courses and training providers so you can choose how, what and where you'd like to learn more.

We've already run several successful training sampling sessions and are now planning more.

3 Oct Management, Motivation & Mentoring
2 Nov Language tasters - Russian & Chinese
5 Dec Sampling different training methods
17 Jan "Get out of jail free" complying with current legislation
8 Feb Event for incoming tour operators
March Multicultural awareness training - e-learning virtual session
May The geek-free guide to using new technology
Sept Finance for non-financial managers

For more details see

www.tourismtraining.info

*Initial sampling events are free for companies employing less than 250 people and heavily discounted for all others.

Time to turn off the TV!

In a previous edition of this newsletter we considered the dubious merits of Visit London's very own TV station, London TV and whether this was really the best use of public and partners' money.

Recent ratings bear out the comments made through out the industry. And now Visit London has a new man at the helm, perhaps it's time to think again and find better ways to promote London.

Earlier this year viewing figures revealed a daily audience of only 1,285, putting the digital channel third from bottom among Britain's 166 stations.

The channel has a budget of £6 million - £2million for each of the three years it is due to be on air. Dee Doocey, the Liberal Democrat spokeswoman for culture on the London Assembly, said: "Serious questions must be asked of the Mayor as to why more than half a million pounds of Londoners' money has been spent on a TV channel watched by almost no one".

These figures meant that at any given time just 53 people are watching. One TV expert said: "They would be better just stopping tourists in the street."

Think about many sandwich boards you could produce for £6 million. Great job for students. We could see the streets lined with people sporting sandwich boards with witty and imaginative reasons to come to London. And it would make such a great change to hi-tech marketing it would probably be featured in the media, even on TV...

The True Cost of Hosting the Olympic Games

I had just recovered from hearing the tremendous news that London had secured the 2012 bid to host the Olympic and Paralympic Games, when the first 2012 jokes flooded into my in-tray:

The True Cost of 2012 to London

New infrastructure	GBP 1 Billion
Transportation upgrades	GBP 2 Billion
The look on Chirac's face	Priceless

So much for the jokes, although I would love to know who thinks of this sort of stuff, and gets it out so quickly, what does London's tourism and hospitality industry have to do to get ready for this mammoth event?

The London Development Agency and the DCMS commissioned a detailed analysis that looked at a 2012 legacy for both London and the country and below you will find some of the more interesting and perhaps slightly controversial points from that study;

Hosting the Olympic Games does not just generate a short-term fill for tourism to a destination.

The Games generate different types of visitors, many of them high value business tourists. In the run up to the Games there is tremendous scope to improve the regions success rate at winning MICE (meetings, incentives, conferences and exhibitions) business.

Clearly peak demand is during any Games themselves, and the Olympic 'family' generates typically over 65,000 additional inbound visitors alone.

In terms of spectators, it is estimated that 250,000 tickets a day are sold, excluding those events that can be watched for free

such as the marathon. The Australian Tourist Commission estimates that 88% of the 110,000 who visited during the Games were likely to return to Australia at a later date. It would be useful to track this figure over a ten year period.

The Barcelona Games in 1992 have contributed significantly to the popularity of the city into a leading short break destination - but then so have the low cost airlines.

The geography of Britain with its high population density in London and the South East is likely to ensure domestic tourism will be of great significance for London.

Much of the domestic tourism will be in the form of day visits - is this good or bad news for the accommodation sector?

The world will learn a great deal about London and Britain and should help to define in the minds of potential visitors, aspects of British life, such as our ability to manage and host complex events, the quality of our customer service, how friendly are the locals, value for money and reliability and dynamism - we have a lot of work to do here

There is an opportunity to build a strong and convincing brand image, for the country and the destination.

Concerns were raised over the transport infrastructure and stock of visitor accommodation to cope with the large numbers of visitors during the Games. Looking at what Barcelona, Sydney and recently Athens did to boost their requirements included the innovative use of cruise liners as a realistic short-term solution.

As for transport, Heathrow is linked to 160 destinations, London City Airport is just 15 minutes from Stratford - the DLR will be completing the link in December this year,

and of course Eurostar will be serving Stratford International from 2007.

The Commonwealth Games took place in Manchester during the summer of 2002, with IPS data revealing that 59,000 inbound visitors spent time in Manchester that year, and by 2003, had increased to 740,000.

More than 200 nations participate in the summer Olympic Games, meaning there will be large numbers of first time visitors to the country. The industry will have to make extensive provision to make these visitors feel welcome whilst offering reassurance and guidance.

So much for the gloss then, everything is going to be rosy and we are all going to get really rich. Well no, not quite. There is an awful lot of infrastructure to put in place, not least of all the stadia, Olympic Village, transport and accommodation. People are going to lose their homes, there is going to be considerable upheaval in East London for a long term gain of a new city with world class facilities. There is the challenge to ensure the new facilities are sustainable, and not left empty from 2013, and not least of all that Londoners are left having to foot the bill if the Games loses money.

After Infrastructure, I think London's most pressing need is going to be for trained and skilled staff to make this event successful. Where are the bulk of these people? Still at school. We have to start lobbying the Learning and Skills Councils to work with us to broaden their understanding of our industry and that is it more than just "silver service" training.

Congratulations to the bid team, they did a superb job!

Mary Tebje
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Review of Tourism Development in Yorkshire

My entire career in tourism has been straddled between Yorkshire and London. I have recently taken up residence in Yorkshire once again after working with Mary Tebje at Tower Bridge and Pat Holmes at Tower Hamlets and have recently left Yorkshire Forward, the Regional Development Agency, to start up my own marketing consultancy business. I thought it might be interesting to share tourism development in Yorkshire with the industry in London.

Yorkshire Forward gained strategic responsibility for tourism in the region in April 2003 as part of the national tourism reform programme. Yorkshire Forward now provides the lead on tourism strategy across the region, as well as structures of support for tourism, and as I am sure you can imagine, it has been a rocky road!

On acquiring lead responsibility for tourism, Yorkshire Forward embarked upon a difficult programme of review and consultation of the roles and responsibilities for tourism support across Yorkshire and the Humber. The programme was difficult because, as you might expect in this fragmented industry of ours, this work stimulated a lot of interest and debate(!) about the most appropriate tourism support structures across the region - sound familiar?

This led to the spotlight being on the Yorkshire Tourist Board whose role has now been defined as focusing on marketing and intelligence.

From April 2005, the Yorkshire Tourist Board will have in place a new Board of 15 Directors primarily drawn from the private sector. The funding is being provided by Yorkshire Forward to support its new focus of regional marketing and branding, bringing visitors to

the region, as well as providing information, research and intelligence to the sector.

Yorkshire Forward has also supported the Yorkshire Tourist Board in delivering key regional tourism activities over the last two years. Two major promotional campaigns, Britain's Biggest Break in 2002-2003 and currently the £2.8m 'Make Yorkshire Yours campaign', which includes TV advertising shown in London and Central regions. Investment has also helped Yorkshire Tourist Board to develop 'Nexus' as the regional input into the EnglandNet programme, lead by VisitBritain, which will for the first time provide a national on-line booking facility.

An interesting development for Yorkshire is their effort to encourage continuing debate and inclusion with the creation of a regional Tourism Council, an expert panel of public and private sector representatives which will advise both Yorkshire Forward and the Tourist Board on key tourism issues regionally. The first Tourism Council in May 2005 focused on developing the tourism input into the Regional Economic Strategy (RES), currently under review.

A more complex task which is proving harder to achieve is how local authorities across the region can best complement the work of the Yorkshire Tourist Board. Local authorities are currently working on the most appropriate tourism support structures for their sub regions with the aim of any new structures being up and running by April 2006. This work will result in locally agreed structures for identifying priorities for development, working with the private sector and developing visitor management activities. One key aspect of the new relationship between sub regional tourism support structures and the Yorkshire Tourist Board is that only one organisation (yet to be decided) in each sub region will be asking the industry for membership subscriptions.

Yorkshire Forward recently launched the consultation document 'A Strategic Framework for Tourism and the Visitor Economy' to contribute to the current review of the Regional Economic Strategy, ensuring that tourism receives appropriate recognition in the new RES given the extent of its economic importance to the region. The Framework sets out Yorkshire Forward's aspirations for the growth and development of tourism, as well as priorities areas for action and investment through to 2010. It includes a headline target of 5% growth in tourism earnings each year in Yorkshire and Humber from £4.2bn in 2003 to £5.9bn in 2010. This target is derived from and will contribute to the Department of Culture Media and Sport target in 'Tomorrow's Tourism Today' of £100 billion tourism earnings nationally by 2010.

The Framework identifies the following objectives for tourism in the region, for which specific actions will be developed over the coming months:

- to be the 'Leading Edge' region in tourism with higher quality, greater innovation and faster growth than the national average
- to improve the quality of data available to support long term planning and assist business to be more competitive
- to achieve growth in the visitor economy which is consistent with the principles of sustainable development
- to achieve increases in visitor satisfaction by improving quality of place and quality of product
- to support business growth and innovation in tourism through the Better Deal for Business Framework

- to develop the entrepreneurial and business skills of the tourism workforce and improve the general skill level in tourism
- to gain a strong competitive edge for Yorkshire & Humber by providing state of the art information services
- to be included in the Regional Tourism Marketing Strategy currently being developed by Yorkshire Tourist Board

Jo Skinner
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Winning Customers on the Front Line by Steve Austin

I have recently made three phone calls to hospitality businesses and my experience has prompted me to pen this article. How can I phone a top-notch hotel and before I have a chance to explain my needs, be whisked off to a machine that plays me some music and then cuts off the line...not once but twice!

How can it be that another established London venue answers my call with an operator message that says, "the caller knows you are waiting" and then after 30 seconds asks me to call back later? Haven't they heard of a phone messaging service? Why should I call them back? I am the customer - don't they need my business?

My third call, and the icing on the cake, is one of 55 mystery-shopping calls I am making on behalf of Conference Kent. It is to a tourist attraction that passes me around their team and then merely demands date, numbers and timings of my event before quoting prices. This final soulless experience culminates in offering to place a brochure in the post and the person showing no interest in the

importance of my conference or myself as a potential customer. The call is passionless and just a transaction to the venue. My heart is heavy as I put the phone down.

These tales are everyday occurrences for potential hirers dealing with venues. Since leaving NatWest Bank as Head of their Special Events, I have made it my business to understand the venue and catering market in London. My business requires me to make hundreds of calls to venues every month.

Every week a new venue comes to the market. In the present trading conditions and with such intense competition amongst venues, it seems crazy to me that simple customer handling techniques are not given the priority they deserve. First impressions really do count.

A great example of how a venue team works together is at the Tower of London. A call to the events team to book a visit is professionally handled. My show round starts at the visitor gate where a Beefeater in ceremonial dress is already prepared with my visitor badge in hand and I am directed to the offices of the events team. Along the way I check my route through the grounds with more Beefeaters. They are so helpful!

By the time I reach Rosemary Ridyard and Sam Melton I am in a good frame of mind and already the staff from the venue are making me feel confident that my event will go smoothly. Charlotte from listed caterers Create Food and Party Design lends her experience to the meeting. I firmly believe that every single person plays his or her part in ensuring that a potential hirer selects the venue. I feel relaxed and in good hands.

In a survey undertaken in 2003, I asked 300 London venues to tell me about the challenges they face. Their overwhelming feedback was that they needed guidance with "how to market and sell their space". Taking part in

training courses is one way to make sure this happens.

In a buyers market, all of us can help to raise standards and walk with our telephone fingers to the next suitable venue. So, come on venues - get your act together and wake up to the 21st Century. I want to talk with knowledgeable, helpful and professional venue staff. It is they who deserve my business. Have you checked your own front line lately? You might have a surprise in store!

Steve Austin offers training for venues.
Email S.R.Austin@btinternet.com or visit www.tourismtraining.info/steveaustin.htm

Bateaux Brainstorm - tackling the effects of terrorism on tourism

There is no shortage of reports about the effect of the terrorist attacks on visitor numbers and forward bookings, particularly in London. But what is any one actually doing about it? Immediately after the bombings there were some comments that the tourist boards didn't seem to be offering sufficient reassurance or stepping in with new campaign plans. This was deliberate - the idea was to monitor the effects and then decide what action to take. VisitBritain have announced details of their forthcoming campaigns, taking account of this research. Visit London have now got together with Transport for London for the "Everyone's London" promotion.

As usual, there's an element of re-packaging existing events and activities into a "campaign" and of course some discount promotions (see the other article for my rant on this!). Some attractions and hotels will seize such opportunities and be grateful for any promotional activities. Others will resist the drive to discount, believing that they need to protect precious revenues and avoid de-valuing their product. Is the Everyone's London campaign imaginative enough? Was it launched quickly enough? Was the industry

consulted enough? Or should we just be grateful it's happening? Perhaps it's time to stop moaning, get together and act in positive ways?

Most tourist boards now focus purely on marketing activities. Advice is no longer their role. Few tourism businesses know where to turn for impartial and free/low cost advice. And right now, tangible and practical support is essential.

One of the few sources of advice available has been "Crisis Management for Tourism", commissioned by the London Development Agency some time ago. Whilst this is helpful, it focuses more on redundancy and employment law than suggestions for how to improve your marketing.

That's why organising a special free workshop and brainstorm on board Bateaux London's Naticia on Wednesday 31st August. It's a free event, designed to help London's tourism industry cope with the aftermath of the recent bombings. We'll be brainstorming new marketing methods and considering ways to work together and increase business. This event was fully booked within 3 days of sending out the email invitations so it's too late to book now but we will be compiling a record of the event and if you have any ideas or comments to add, we'd love to hear from you - susan@tourismnetwork.org

Free Tourism Network Handbook - order it now!

If you work for an independent, London based tourism business with less than 250 employees you can order this publication free of charge. For other businesses it costs just £10. Its contents include:

- information about who does what in the tourism industry and how it all fits together

- a round up of industry bodies, statistics, where to get more information and recent research
- useful support organisations and trade associations
- industry and training jargon buster
- details of tourism training - what's available, from which organisations and how to benefit
- promotional calendar, public and religious holidays around the world, key industry events, conferences, and trade shows.
- how to be compliant - key industry legislation and what courses can help you comply

Email susan@tourismnetwork.org to obtain your copy now.

Sensual training

Yes, thought that might get your attention! We don't mean training that helps you to be sensual, though that's no doubt on offer somewhere, but rather training that uses the senses to make lessons more memorable. I recently went on a train-the-trainer course run by The Training Shop that showed just how effective this can be. Here are some tips for anyone trying to deliver a presentation or training session with a little additional impact.

Sight - Linking words and pictures increase people's ability to remember facts. This works because it builds a link between the left and right brain increasing the power of the message and helping with recall.

Sound - Use music to charge and energise the brain. Choose music appropriate to the mood you want to create (e.g. fast, upbeat music to energise a group, baroque music to create an

atmosphere for relaxed learning). Also consider the use of sound effects such as natural sounds (e.g. waves crashing on a beach) to evoke specific memories or tapes of laughter to lighten an atmosphere.

Touch - Touch stimulates the nerve endings near the skin surface which sends messages to the brain. No need to recommend that everyone goes around stroking each other. All you need to do is provide table top toys such as stress balls and Lego for participants to "fiddle" with during the less active parts of the training. Any movement stimulates the flow of blood and oxygen to the brain and helps people to stay more alert and energised. It's worth also including times when people can move around a little.

Smell - Whether it's a few drops of essential oil or scented markers, scent works to dramatically raise attention and awareness levels.

Taste - Your training session can be made more memorable and fun by tickling participants' taste buds with the simple addition of a few sweets to feast on. Providing some old-fashioned favourites is also a good ice-breaker. Remember Fruit Salads and Liquorice Laces? Bound to get them talking!

Some of The Tourism Network's events are part-funded by the London Development Agency and European Social Fund. We are also working in partnership with People 1st.

