

Trainers

We place strong emphasis on practical support, ensuring all workshops and training are of immediate use to participants.

Workshop materials are devised and led by Susan Briggs, with a team of other professionals, all of whom have direct experience of the tourism industry.

Susan Briggs is an independent marketing experience with over 15 years' experience of working with attractions, destinations, tourist boards and hotels in the public and private sector. She has worked with national organisations and international hotel chains as well as with smaller, lesser known museums.

She is author of three books, including two published by Kogan Page - Successful Tourism Marketing and Successful Web Marketing.