

## **IAAT Annual Conference 2018**

**Location:** Mullingar Park Hotel

**Dates:** 5<sup>th</sup> & 6<sup>th</sup> December 2018

### **Day 1 Wednesday 5th December – Adventure Networking**

10:00 Day of Adventure – Exploring the Royal Canal and Old Rail Trail by Foot and Bike

20:00 Networking evening – Irish Adventure Film Festival – The best of 2018, Courtyard Bar,  
Mullingar Park Hotel

### **Day 2 Thursday 6th December – Conference**

09:00 **Registration**

09:45 **Opening Address**

Rob Rankin, Chairman, IAAT

10:00 **Welcome**

Una Doris, Tourism Officer, Westmeath County Council

10:20 **Fáilte Ireland**

Fiona Monaghan, Head of Activities, Fáilte Ireland

10:40 **An Industry Strategy for Growth to 2025**

Eoghan O Mara Walsh, CEO, ITIC

11:00 **Leave no trace training courses**

Maura Lyons, Manager, Leave No Trace Ireland

11:20 Coffee Break

11:40 **Keynote – Bobby Kerr**

Entrepreneur, Broadcaster, former Chairman of Insomnia Coffee Chain, Presenter on NewstalkFM and was 'Dragons Den, Presenter & Co-Producer of Along Home Shores

12:20 Panel 1 – **On the beaten track, where to now?**

- Cormac Mc Donnell, Trails office
- Mary Muley, Upland Network Coordinator at The Heritage Council
- Eoin Hogan, RRO County Clare
- Sharon Lavin, Waterways Ireland

13:00 Lunch

**14:00 “Leaving No Trace in the Irish Countryside: Effecting Behavioural Change of Recreationists”**

Noel Doyle, PhD Candidate in the Institute of Technology Tralee

**14:20 Panel 2 Guiding an Adventure, are you qualified enough?**

- Jim Kennedy – Owner & Guide, Atlantic Sea Kayaking
- EI travel Group
- Eleonore Conroy – Programme co-ordinator, Outdoor Adventure Management – Shackleton Course, CDCFE
- Brian Ward, Galway Roscommon ETB & Irish Sailing Tutor

**14:50 Insurance – A mutual approach for Ireland**

Martin Devaney, Risk & Insurance Consultant, Regis Mutual Management Ltd

**15:10 Panel 3 Unlocking the funds & supports to grow your business**

- Catherine Darby, Business Advisor, LEO Westmeath
- Bernie Leavy, LEADER Projects Officer, Westmeath Community Development
- Marion O’Connor, Enterprise and Hospitality Supports team, Fáilte Ireland
- Colin Wolfe, Guide & Owner, Connemara Hidden Escapes

15:30 Coffee Break

**15:45 Tourism Ireland Global Marketing 2019**

Mark Henry, Central Marketing Director, Tourism Ireland

**16:05 Panel 4 Are you selling what they are buying?**

- Roisin Finlay, Editor, Outsider Magazine
- Emily Ross, Founder, InkVine Communications
- Mark Henry, Central Marketing Director, Tourism Ireland
- Maurice Whelan, Director, Ireland Walk Hike Bike
- Cillian Murphy, Cillian Murphy consulting

**16:40 Sustaining Success, Fáilte Ireland plans for 2019**

Paul Kelly, CEO, Fáilte Ireland

17:00 Closing Message

17:15 Conference Ends

This event is brought to you in association with Visit Westmeath

**Visit Westmeath: Discover your Next Adventure!**

For an adventure you won’t forget, visit Westmeath, nestled in the very centre of Ireland, where Ireland’s Ancient East meets Ireland’s Hidden Heartlands. Known as the ‘Lake County’ and

traversed by the Royal Canal and iconic river Shannon, opportunities to get on the water are in abundance, and popular activities include kayaking, boat tours, cruising, canoeing and stand-up paddle boarding. With an astounding 89km of off-road greenway, Westmeath is ideal for a cycling challenge or a leisurely pedal through the serene midlands landscape, away from the bustle and traffic. The Old Rail Trail Greenway traces the historic Midlands Great Western Railway, from Mullingar to Athlone, past restored station houses and under pretty stone arched bridges. The Royal Canal Greenway, almost encircles Mullingar Town and offers a truly tranquil experience. For a gentle stroll or a long distance hike, a variety of way-marked walking trails offer the chance to explore our ancient lands, native woodlands and lakeshore havens. For more information, visit [www.mullingar.ie](http://www.mullingar.ie), [www.visitwestmeath.ie](http://www.visitwestmeath.ie) or find us on Facebook, Instagram or Twitter!

