



2022 Conference & Trade Exhibition

Main Conference Day Speakers

Thursday 9th June

9.15am - Keynote: Recruiting and Retaining Generation Z - Kevin Green



Recruitment is one of the biggest challenges for our sector. In this inspirational talk, discover how you can recruit and retain Generation Z from Kevin Green.

Kevin Green is former CEO for the Recruitment & Employment Confederation and also HR Director of Royal Mail. Kevin's talk will deliver challenging and practical advice on how to attract, retain and develop employees.

11:15am - Janet Uttley, Visit Britain – Tourism Trends



Janet has over 25 years' experience in tourism both at national and local level, having led teams at the front line in attractions, shaping and changing the visitor offer to aid growth in footfall and secondary spend. She has delivered marketing and PR campaigns for Imperial War Museums at IWM North, RHS at Hyde Hall in Essex, Vardon Attractions (now Merlin Entertainments and Aspro Ocio. She has also led quality assessment teams and continues to champion the importance of not only knowing your customer, but ensuring their expectations are met at all touchpoints.

After a short break in the charity/youth sector, Janet returned to the national tourist board in 2019 and most recently has played a key role in the work VisitEngland has done through the pandemic, particularly in the development and delivery of the industry standard, We're Good to Go, which over 52,000 businesses signed up to. Current projects include a review of the main quality assessment schemes and the inspirational opportunity to work with the Family Holiday Charity on the England for Everyone project that will enable c800 families with the most challenging life situations to enjoy a holiday in England.

11:45am - Premiumising and De-Skilling Your Catering Offer – Regency Purchasing Group



Alex has been in Hospitality his entire life starting work in his families businesses and then going on to operate sites at London 2012, Rio 2016, the Grand Pier in Weston-Super-Mare and many more. He founded Regency Purchasing Group which has developed into a Food & Beverage specialist service for the hospitality and leisure industry with over 3,600 members.

This talk provided an overview of supply chain challenges currently being faced by operators and a focus on the ways in which these can be overcome via premiumisation, increased margins and the de-skilling process.



2.15pm - “What Flew and What Flopped?” and panel discussion

- Mark Navin, Cockfields



Mark is the general manager at Cockfields Farm Park, where he has worked since May 1994.

He has overseen the development of the business from a greengrocers to an aquarium, to now a 90,000 visitor a year farm attraction.

He will be speaking about how their events were the key to a hugely successful year for Cockfields in 2021.

- Ben Marshall, Wroxham Barns



Ben Marshall is the General Manager at Wroxham Barns.

Ben has worked within the farm attraction industry for almost 8 years, managing attractions in Lincolnshire, Yorkshire and as of 2019 relocating to Norfolk, as Wroxham Barns first general manager, working on a plan to grow the attraction over the next few years

- Richard Bower, Lower Drayton Farm



Play@ Lower Drayton Farm is now in its second year, launching in a pandemic was a challenge but it also created many opportunities for the business. The business won New Tourism business of the year in Staffordshire for 2021 and has been entered into the National Visit England competition.

In 2021 85,000 visitors were welcomed onto the farm, 1,000 of these were for the best of British Maize Maze while 23,000 were for Pick Your Own Pumpkins. These figures show the contrast between the two events and Richard will talk about what was learnt from each, sharing ideas for the future.

3pm - Maximising Dynamic Pricing, Caroline Sanger-Davies & Baker Richards



Caroline Sanger-Davies has over 30 years' experience working with attractions and tourism organisations. From 2012 – 2021 she led the Marketing & PR teams at Chester Zoo, and was part of the team exploring how pricing impacted on not only the bottom line for the charity, but also on reputation and customer perceptions. Since leaving the zoo Caroline has moved into consultancy working with a range of attractions to support with strategic marketing planning.

During this talk, with pricing specialists Baker Richards, Caroline explores the role of price in the marketing mix and shares experience and understanding of flexible and dynamic pricing for attractions.