

News release

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CULTURE SECRETARY TO SPEAK AT PEAK TOURISM CONFERENCE

Secretary of State for Culture, Media and Sport Karen Bradley will take time out from her busy schedule to address delegates at Marketing Peak District & Derbyshire's 2016 Tourism Conference & Exhibition.

The Staffordshire Moorlands MP – who spent her early childhood in Cheddleton and grew up in Buxton – will be headline speaker at the official tourist board's conference, which will be held at the Pavilion Arts Centre, Pavilion Gardens, Buxton, on Thursday November 10.

Karen, who attended the former Buxton Girls School before gaining a BSc in Maths at Imperial College London, is a qualified chartered accountant and chartered tax adviser and became a Member of Parliament in 2010.

After a spell as Minister for Preventing Abuse, Exploitation and Crime, Karen took on her new Cabinet role in July. She lives in Leek with her husband and two children, and in her limited spare time enjoys walking and cooking.

Other key speakers at the event will be Sally Balcombe, Chief Executive of VisitBritain/VisitEngland, and digital marketing expert Susan Hallam, who will bring delegates up to speed on eTourism: the latest trends in social media and digital marketing.

There will also be updates on Marketing Peak District & Derbyshire's work and marketing campaigns in 2016, the Buxton Crescent Development and RHS Chatsworth 2017, as well as valuable opportunities to promote individual tourism businesses and attractions and network with key players in the industry.

"We are delighted that Karen Bradley has confirmed that she will be able to join us this year to speak at our annual tourism conference," said Lindsay Rae, Deputy Director and Head of Industry Engagement at Marketing Peak District & Derbyshire.

"Having been born and brought up in the Peak District and Derbyshire, and still living in the Staffordshire Moorlands, we know Karen has a great affinity with, and understanding of, the area and the importance of tourism to the local and regional economy.

"We're also thrilled to welcome Sally Balcombe to give us VisitBritain's and VisitEngland's perspective on national and international tourism developments, and to welcome back Susan Hallam, whose insights on social media and digital marketing are always well received.

“Tickets are selling fast, so I would urge anyone who is keen to attend as a delegate, exhibitor, or both, to contact us as soon as possible to secure their place at the area’s leading annual tourism business to business networking event.”

Sponsors for this year’s conference are the European Regional Development Fund; High Peak Borough Council; The Pavilion Gardens, Buxton and the University of Derby.

Full details of how to book can be found at www.marketingpeakdistrictandderbyshire.com/Annual-Tourism-Conference-2016.aspx, by e-mailing sales@marketingpdd.com, or by calling 01246 212924.

Ends.

For further details, please contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, on 07792 924839 or at janette.sykes@marketingpdd.com.

Note to News Editors

Accompanying digital images of key speakers at Marketing Peak District & Derbyshire’s 2016 Tourism Conference & Exhibition are attached. Captions: Karen-Bradley: Karen Bradley, Secretary of State for Culture, Media and Sport; Sally Balcombe 1: Sally Balcombe, Chief Executive of VisitBritain/VisitEngland; SusanHallam 1, Susan Hallam, digital marketing expert, of Hallam Internet Ltd.

Marketing Peak District & Derbyshire’s mission is to develop and grow a successful and sustainable tourism economy, working closely with a wide range of partners to make the Peak District and Derbyshire the destination of choice – regionally, nationally and globally.

Funding for the conference is part of an approved business support programme receiving up to £1.49 million of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, European Regional Development Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>



