

Appendix 1- Cabinet – Destination Telford - Confex & Woote Virtual Visit Case Studies

Telford launches UK's first Virtual Visit with Woote

Destination Telford is developing innovative new channels of communication to increase market engagement, reach and business generation at the same time as exploring a commercial venture for the Council which will sustain its activity.

The team partnered with local company Woote following its original concept to create the UK's first Virtual Visit. The visit takes the format of a 360 degree film and headset which can be used to generate business sales leads and change perceptions of the destination. It is envisaged that this tool will also be helpful to inspire potential investors by effectively communicating the quality of life in the borough.

Collaboration and commercialisation:

The collaboration is a pilot project combining the intellectual property and skills of Woote with the creativity and marketing and sales network of Discover Telford. Together we have created a powerful marketing tool for the destination, sales managers in the destinations and Woote as a new high tech business.

This project has attracted in-kind support from Woote to: provide a high impact platform to launch Telford as a destination into a very competitive market place but also a marketable product.

Through the Collaborative agreement (in consultation with legal and finance), it is anticipated that the **council will generate royalties from this project.**

This VR product is now being sold to local sales managers via the Visitor Economy Forum as part of a paid for package offered via the Visitor Economy Forum.

Over 30 out of area leads have already been generated from the teams first trade show, Confex International, with other UK destinations such as Newcastle Gateshead, Belfast and Liverpool all expressing interest.

National trade publicity has hailed Telford for launch a UK first - a forward thinking destination who's destination team and Visitor Economy Forum are leading the way to shape the future of the tourism industry.



How we engage with our audience is changing.
And Discover Telford is partnering with Woote to lead this virtual reality revolution.

CONNECT | VR allows you to connect with people who may not be able to access your destination, venue or event with ease.

IMMERSE | It gives you the chance to not just tell them but quite literally show them who you are, what you stand for, and why you're perfect.

EMPOWER | And thanks to the fact that they'll 'discover' you for themselves. You're assured more engagement and more loyalty.

Within 10 years Goldman Sachs predicts that virtual reality will generate more than twice the \$99billion TV generates each year. That's by 2026!

Discover Telford is bringing the very latest and most cutting-edge event technology available to Confex (**Stand F80**) this year, to allow you the chance to experience the UK's first ever Virtual Visit. Not only will you be able to see first-hand the benefits of the almost £1billion recent investment, but you can discover some of the jewels in the region's crown.

We invite you to join us at **Stand F80** for your chance to Discover Telford's transformation for yourself, courtesy of the event technology of tomorrow. For more information contact **Discover Telford**, Wellington Civic Centre, PO BOX 457, Wellington, Telford, TF1 3LX
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Partnership launch for Discover Telford - Confex

2-3 March 2016

The first VEF public/private sector collaboration activity saw Destination Telford launch Telford's new business winning proposition on an international platform at leading International trade show Confex, London in March 2016.

Confex is the UK's largest trade show for the Meeting and Event Industry with the biggest population of Event Planners from the UK and Europe. **The 2 day event attracted over 14,000 buyers looking**



to source and secure venues, suppliers and support services for their portfolio of events. The show is a premier platform for buyers, suppliers, venues and destinations looking to meet and develop business opportunities, but it is also a source of significant business for UK and international tourism and investment destinations like Telford.

Confex, 16 provided an opportunity to promote Council owned venue space such as the QE11 Arena, Telford Ice Rink and Oakengates Theatre.

Partnering with Southwater Events Group, The International Centre, Ironbridge Gorge Museums Trust, The University of Wolverhampton, Q Hotels, Woote and Telford Town Park the event generated the following:

- Private Sector revenue funding of over £11,000 to support the Discover Telford stand
- Private Sector in-kind support of over £3000.00 including travel
- Investment in reusable stand graphics that can be marketed and hired to partners. A pricing model is now being generated to see these facilities hired to support VEF members who wish to lead their own trade shows in the future.

The following table provides a snap shot of results generated from Confex

Pre-show target	Detail of activity	Status and next steps
SALES LEADS		
5	Enquires re: Virtual Visits from attractions/venues and organisations	31 leads generated for follow up with Woote and the Destination Programme team.
6	Event Enquiries / Bids	28 leads now being followed up by Destination Programme team
PROMOTION		
60+	Discover Telford Social Media messages	Recognised within the top 5 influential organisations at the show out of over 400 stands raising Telford's profile
3	Media Advocates and interviews secured	See coverage pre and post show coverage
8	Vox Pops illustrating perception change	Secured and being edited to support VEF promotion and membership drive.
0	VEF membership increase	3 new VEF members

PR coverage from Confex and VR launch:

- **Radio Shropshire:** (Adam and Vicki's show) <http://www.bbc.co.uk/programmes/p03jqh4j> - skip to 02:15 <http://www.bbc.co.uk/programmes/p03jqh5q> - skip to 01:39
- **Shropshire Star:**

<http://nativemonster.com/attractions-and-museums/virtual-shropshire-tour-will-leave-you-goggle-eyed>



Tomorrow people

Last month we heard that Earth's technology has given us proof of gravitational waves in space and more than a vague indication of what happens when black holes collide.

What was yesterday's science fiction is now science fact.

In our industry, too, our futurologists' predictions of yesterday are now entering the tool bag for meeting planners and booking agents.

As I write this, we are set to be wowed by the biggest showcase of event tech in the UK, at International Confex. One of the show's attractions is Telford's launch of destination and venue 'Virtual Visits'. It is the latest boundary to be pushed as devices and tech we were writing about as prototypes last year are

appearing in the mainstream and being used by meeting and event planners.

'Augmented and Virtual Realities for the World of Events', was also a key topic of discussion due to take place during UK Events Week.

On the menu for 1 March at Flux London were questions around the practical implications

of incorporating augmented reality, 360-degree video and virtual content into brand experiences and live events.

The reality is that tomorrow's world has arrived.

What have you incorporated into your event to accelerate the events and meetings time/space continuum for success?


What was yesterday's science fiction is now science fact 

AEM

We are proud to introduce a new publication to the Mash Media stable, *Association Event Manager* (AEM), which you should find inside this month's *CN*. We hope you find it useful and we are keen for your feedback in order to build on this start and tackle the issues of real interest to you. Follow the link: www.conference-news.co.uk/aem to find out more and subscribe for free.



Telford 'first' view through VR glasses

Telford and Shropshire's destination marketers are claiming a UK 'Virtual Visit' first, using VR event tech to show off the destination and its venues on its return to International Confex. The Discover Telford team, together with partners The International Centre Telford, Q Hotels Telford Hotel & Golf Resort, Telford University Conference Centre and Ironbridge Gorge Museums Trust and QEII Arena, is offering trials at Confex of the VR experience - brought to life by local AR and VR pioneer Tim Luft from Woote.

Charlotte Cain, of Discover Telford, says: "We are hugely excited to be back, and we wanted to bring something to our stand which would get event professionals talking. We are now the first destination in the UK to give events bookers and buyers the chance to see our aspirational destination via a 'Virtual Visit' and I

can't wait for visitors to Confex to share in the experience." And Discover Telford's Sarah Bird, adds: "As home to the Industrial Revolution and the birthplace of a number of 'world-firsts', from the Ironbridge and the earliest skyscraper - we have innovation in our DNA. And this latest vision sees us pushing boundaries yet again."

