



VENUE AND PARTNER

LMA, Metquarter,
35 Whitechapel, Liverpool. L1 6DA.



How do you feel about your city being a tourist destination? Covid has presented us with an opportunity to recalibrate our thinking around tourism and to think about how we feel about the impact of large scale events in our public spaces, or about how many homes in the city were being given over to short stay holiday rentals. In late 2021 we're going to open-up a much-needed conversation about the future of our visitor economy. We'll have representatives from Porto and Copenhagen joining us virtually to discuss their cities committing to sustainability and opening up dialogues with citizens about the impact visitors have on the city. And we will explore the visitor offer in our own city region through the eyes of the people that live here.

Attend in-person, or watch online.
Registration is essential - please visit:
engageliverpool.com/events

PARTNERS:



WORDSCAPE

Design Partner - Nonconform
nonconform.co.uk

→
NONCONFORM



- info@engageliverpool.com
- www.engageliverpool.com
- [@EngageLiverpool](https://twitter.com/EngageLiverpool)
- [EngageLiverpool](https://facebook.com/EngageLiverpool)

**MARKETING
LIVERPOOL**

- marketingliverpool.co.uk
- [@LpoolMarketing](https://twitter.com/LpoolMarketing)



2021 SEMINAR SERIES



LMA, Metquarter,
35 Whitechapel, Liverpool. L1 6DA.

WEDNESDAY 6TH OCTOBER

6.00-7.30pm: LMA, Metquarter,
35 Whitechapel, Liverpool. L1 6DA.

DESTINATION
LIVERPOOL
06/10/21

SPEAKERS

Frank Cottrell-Boyce

Scriptwriter, author renowned for his children's fiction, writer of the Opening Ceremony of 2012 Olympic Games

Ngunan Adamu

Producer/Presenter for BBC Radio Merseyside and BBC International multi-platform trainer, founder and CEO of iWomen Academy

Jay Hynd

Founder and Director of The Guide Liverpool, formerly Breakfast Show producer and co-presenter at Radio City, presenter at various events

Jubeda Khatun

Executive Artistic Director of BlackFest, a performance arts graduate, theatre maker and alumnus of Future Leader of Tomorrow

Natalie Haywood

Founder and Managing Director of the Leaf Group of Companies.

LOCAL PANEL

Chris Brown

Director of Marketing Liverpool

Peter Sandman

Head of Visitor Economy at Growth Platform

Registration is essential, please visit engageliverpool.com

WEDNESDAY 20TH OCTOBER

6.00-7.30pm: LMA, Metquarter,
35 Whitechapel, Liverpool. L1 6DA.

DESTINATION
PORTO
20/10/21

SPEAKER

Ricardo Valente

City Councillor for Economy, Tourism and Commerce, Porto City Council, Portugal

LOCAL PANEL

Cllr Harry Doyle

Cabinet Member for Culture and Visitor Economy LCC

Laura Pye

Director of National Museums Liverpool and Visitor Economy Board Member at Liverpool City Region Local Enterprise Partnership

Dr Takamitsu Jimura

Programme Manager for MSc International Tourism Management, Senior Lecturer in Tourism School of Business and Management

Registration is essential, please visit engageliverpool.com

WEDNESDAY 3RD NOVEMBER

6.00-7.30pm: LMA, Metquarter,
35 Whitechapel, Liverpool. L1 6DA.

DESTINATION
COPENHAGEN
03/11/21

SPEAKER

Signe Jungersted

CEO and Founding Partner Group Nao, lead-designer and responsible for Wonderful Copenhagen's 2020 Strategy Development

LOCAL PANEL

Mayor Joanne Anderson

Mayor of Liverpool

Claire McColgan MBE

Director of Culture Liverpool

Dr Hazel Andrews

Reader Tourism, Culture & Society, Liverpool John Moores University.

Registration is essential, please visit engageliverpool.com