

Tuesday 26th June 2018, Mar Lodge, Braemar

<b>10:00</b>	<b>Registration, tea, coffee and networking at the Trade Stands</b>	
<b>10:30</b>	<b>Welcome</b>	Mark Tate, CBP
<b>10:40</b>	<b>Snow Roads: The Story so Far</b> An introduction and overview of year one of the Snow Roads project and a look at the year ahead.	Jennifer Green, CBP
<b>11:00</b>	<b>90 Miles of _____</b> Design and research agency Lateral North and graphic design agency FortyTwo Studio will explain how the Snow Roads community engagement and brand identity projects worked hand-in hand to create a simple, highly effective brand and produced authentic content for the project.	Graham Hogg, Lateral North
		Sam Longmire, FortyTwo Studio
<b>12:00</b>	<b>Tea &amp; Coffee</b>	
<b>12:15</b>	<b>Enhancing Experience with a Digital Toolkit</b> Creative Core will demo some of the ingenious features of the Snow Roads digital toolkit and explain how businesses can be included and use it to their advantage.	Ian Wood & Justin Michael, Creative Core
<b>13:15</b>	<b>Networking Lunch</b>	
<b>14:15</b>	<b>A Vision for Tourism in the North East</b> Claire (Chair) and Yvonne (Head of Tourism Development) will focus on how the new tourism strategy for Aberdeen and Aberdeenshire can benefit the Cairngorms National Park.	Claire Bruce & Yvonne Cook, VisitAberdeenshire
<b>14:30</b>	<b>90 Miles of Music</b> Calum has played and recorded with some of the best names on the Scottish music scene. He explains how he captured the atmosphere and adventure of the Snow Roads journey in a five track EP.	Calum Wood, Magic Park Records
<b>14:45</b>	<b>90 Miles of Local Character</b> Film production studio, Northport, explains how local people helped capture moments of great beauty, uncommon character and serendipity wrapped up in the Snow Roads journey in 15 Snow Roads films.	Dianne Stevenson & Adam Cook, Northport
<b>15:15</b>	<b>Vote of Thanks</b>	Angus McNicol, CBP Chairman
<b>15:30</b>	Close	

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