



uk connection

## **STUDENT CONVENTIONS NEW YORK CITY BUSINESS STUDIES SEMINAR**

The Seminar will take place on the morning of day 2. Please arrive at the seminar venue between 0900 and 0915. UK Connection staff will meet you to escort you to the Seminar Room. The Seminar is scheduled to begin at 0915.

The proposed speakers scheduled to present at the Seminar are; (please note speakers may change)

**Tom Travers**                      **Hotelier and Lecturer in Hospitality at NY City University  
Marketing; The “WOW” Factor**

**Sheelagh Wylie**                      **Trade Sales Manager, Madame Tussauds  
International Marketing of a major tourist attraction**

**David Stern**                      **MD and Editor of the New York City Guide  
A start-up Business**

**Georgette Blau**    **Entrepreneur, Founder and MD of On Location TV and Movie SiteTours  
Spotting a gap in the market**

**Steve Kay**                      **Freelance Travel Consultant, Professional In-line Skater,  
Former International Sales Manager, Madison Square Gardens  
An original look at a unique business career progression.**

**Alf Scrimgour**                      **Director, UK Connection  
A Case Study of a Tour Operator and the Demographic  
and Political Challenges facing the Tourism Industry**

