

Grow your social enterprise: Tourism growth and innovation workshop – 26th February 2018

This half-day, fully interactive workshop is aimed at helping ambitious social enterprises in the Tay Cities area to better understand the local inbound tourism market and its potential for supporting growth within third sector organisations.

Key themes will be:

- Identifying your priority target tourism market(s)
- Understanding visitor needs and wants
- Inspiring and developing ideas for new products and services, different ways of reaching your target visitor audiences
- The role of collaboration in tourism in the Tay Cities area / across social enterprises

The workshop facilitator will use tools and techniques to encourage you to think differently about your offering for the tourism market and to generate ideas which will help you to take full advantage of the opportunities and benefits tourism can bring to the region overall and to growing your social enterprise.

You will have the opportunity to work together during the workshop to generate and develop ideas for tourism services and products. There will also be a clear pathway of follow-up support to encourage the practical implementation of individual and collaborative ideas identified during the workshop as having potential for impact on your organisation.

The workshop is open to any third sector organisation (social enterprise, charity or community group) across the wider Tay Cities Deal area (Dundee, Angus, Perth and Kinross and Fife) looking to develop customer-facing business for the visitor market. It is fully supported by Scottish Enterprise at no cost to participants.

You will have the opportunity at the workshop to sign up for a 1-2-1 surgery with a Scottish Enterprise Innovation Specialist advisor. These will be held on 14th March at Enterprise House, Dundee, although surgeries will also be available outwith this date if required. These surgeries will both provide a sounding board for your ideas and supply further information on accessing Scottish Enterprise innovation support and grants.

To book please contact Susan@dundeesen.org