



PROGRAMME

- 1000** *Coffee and Registration at W5, 2 Queens Quay, Belfast, BT3 9QQ*
- 1030** *Welcome and Introduction to W5: Lydia McClelland, Head of W5*
Introduction and overview of W5 with a look at bringing a commercial approach and financial sustainability to a charitable enterprise.
- 1045** *Session TBC: Speaker TBC*
- 1130** *Visit to Shop*
And a chance to try the new virtual reality experience right next to the shop.
- 1200** *Maximising Commercial Opportunities at W5: Kelly Kinsley-Smith, Business Development Executive, W5*
From birthday parties to venue hire and sponsorship, how W5 is developing the commercial offering at W5.
- 1245** *Lunch and Networking*
- 1330** *Group Walk to Titanic*
The group will take a look at the shop on the ground floor, before heading up to the conference room.
- 1400** *Welcome to Titanic Belfast: Michele Scott, Director of Sales and Finance*
A general introduction to Titanic Belfast: its visitors; its history and content; and the importance of commercial enterprises within the organisation.
- 1415** *The Realities of Retail: Denise Kennedy, Head of Retail, Titanic Belfast*
Denise will tell us the story of the retail business at Titanic Belfast, by sharing sales data, and giving us an insight into the successes and challenges of running the shop and the secondary spend enterprises. We will hear about product development, keeping the right stock on the shelves, staffing and customer service, and the future aspirations for the business.
- 1500** *Business & Leisure Sales in the Life of Titanic Belfast: Lloyd Jackson, Head of Hospitality*
Lloyd will introduce us to the venue hire, catering and filming enterprises at Titanic Belfast. He will explain who the audience is, how each business area works, where the challenges lie and how he ensures a steady stream of income from these areas.

1545 *Tea & Cake and Networking*

Delegates will also have the opportunity to visit the exhibition floors and the shop.

1700 *Titanic Belfast Closes*