

Creating a Brand for your area - Battlefield Tourism –A Lost field?

8.45am – 9:15am	Registration & Tea/Coffee
Chair:	Head of Operations Fáilte Ireland
9.15am – 9.20am	Welcome Paddy Matthews, President Dundalk Chamber of Commerce
9.20am to 9.30am	“Introduction to the economic potential of Battlefield Tourism in our region” Brendan McSherry Heritage Office, Louth County Council
9.30am – 9.50am	“Dark Tourism- the attraction of Battlefields, death sites and dark heritage” Professor J. John Lennon Glasgow Caledonian University
9.50am – 10.10am	“Castles of the Louth Armagh Border from prehistory to the 1990’s- an underdeveloped tourism resource” Dr. Vanessa Ryan Archaeologist Mourne Cooley Geotourism & Director, Brian William’s Heritage
10.10am – 10.30am	“Political Tourism in the North of Ireland- Get the story from the Grassroots” Michael Culbert Director of Coiste na nIarchimí & Chair of Belfast Taxis C.I.C.
10.30am – 10.50am	“Legends, battles and death without quarter-Development and function of Dark Tourism” Dr. James O’Neill Research Fellow Department of History, University of Cork
10.50am – 11am	Q & A Session
11am to 11.30am	Visit stands, networking opportunity and Tea/Coffee Break
11.30am – 12 noon	“Bones, Bodies and Battles- the human remains from Battlefields” Laureen Buckley Honorary Lecturer Royal College of Surgeons in Ireland & Consultant Anthropologist to the Office of the State Pathologist
12 noon – 12.20pm	“The Battle of the Boyne: A multi- dimensional approach” Dr. Eugene Keane National Historic Properties, Office of Public Works
12.20pm – 12.40pm	“Crossing the Region’s Tourism Rubicon – The New Carlingford Lough Ferry” Bill Tosh, Frazer Ferries
12.40pm – 12.50pm	Q & A Session
12.50pm – 1:50pm	Lunch & Networking
1.50pm to 2.35pm	Workshop: Podcasts for Tourism: an emerging digital channel Kieran Swail i3 Research Lecturer, Tourism Southern Regional College, Tomorrow’s Visitors Podcast Wayne Denner Digital Marketer & On Line Reputation Expert, Zero Lives Left Podcast

Conference ends