



**ISRM**   
*Managing and Developing Sport*

**ISRM Conference and Exhibition 2008**

# **Outline event programme**

**Alton Towers Resort, 12-13 November 2008**

# ISRM Conference and Exhibition 2008

At the core of the 2008 Conference will be keynotes presented by first-rate speakers who will explore how the culture of sport, recreation and health is developing in the UK. Attracting a high profile audience of strategic and operational managers from across the sector. Don't miss the opportunity to network with colleagues and leading suppliers at this unique event. To keep on track with developments to our exciting programme please visit ISRM's website [www.isrm.co.uk](http://www.isrm.co.uk) or call 01509 226474 for more information.

## Your event experience

This year's conference and exhibition is being held at Alton Towers Resort - a fantastic venue for a fantastic event. Your delegate fee includes accommodation (one room per person), all meals and refreshments, and entry to all event social functions. With a busy programme in place, you won't have much spare time, but you will have access to one of Europe's most exciting waterparks. And for those who wish to really indulge there is a full range of spa treatments and fitness experiences available for a small charge.

**The programme:** You will see from the enclosed programme that this year's event is destined to be the conference for those who manage and develop sport. The speakers and topics we have chosen for you are cutting edge, the knowledge provided and total learning experience is quite invaluable as too are the opportunities to network with fellow professionals. No other conference or event comes near to this learning and networking event in such unique surroundings.

**Exhibition:** Leading industry suppliers will be present at the exhibition. Sufficient time on both days has been set aside to allow delegates an indepth exhibition tour - time to meet with leading suppliers in a no pressure situation where you can elicit all the facts on which to make future buying decisions.

**Social:** Our social highlight will be our Conference Dinner with a Caribbean theme. In partnership with Arch Water Products, you'll enjoy a pirate's banquet with complimentary wine and ale, followed by some great entertainment to round the evening off, including a live band.

## A fantastical venue for the ISRM Conference

The Alton Towers Resort, set within 500 acres of landscaped grounds, comprises of an amazing award-winning Conference Centre, two uniquely themed Hotels providing 391 bedrooms, a choice of two restaurants and five bars offering fantastic flexibility, and one of Europe's largest waterparks with both indoor and outdoor rides, slides and hot tubs! Add to the mix a luxurious spa, two 9-hole adventure golf courses themed around the Park's quirky rides and attractions, and the UK's favourite Theme Park, and one amazing event location is created!

## Wednesday 12 November

9.00	Delegate registration. Exhibition viewing. Coffee, tea and biscuits.		
10.00	<b>CONFERENCE OPENING</b> <b>Gerry Sutcliffe MP</b> <i>Minister for Sport</i>		
10.30	<b>KEYNOTE PAPER</b> <b>Mind what matters</b> <b>Billy Dixon</b> <i>Director, Mind Associates</i> Billy is a TV coach for the BBC network and has co-designed and delivered the developing leaders programme. He has a keen interest in sport, motivation and mental toughness and is currently working on the pro-license Football programme with the IFA, FAI and SFA.		
11.30	<b>SEMINAR: DEVELOPMENT</b> <b>Play and recreation for children and young people</b> <b>Adrian Voce</b> <i>Director, Play England</i> Providing free inclusive play provision and managing the risks.	<b>SEMINAR: INFRASTRUCTURE</b> <b>The business of waterparks</b> <b>Roger Currie</b> <i>Co-owner/Sales Director, Aqua Leisure International Ltd. on behalf of World Waterpark Association</i> What we can learn from the development of waterparks and leisure water in the USA and UK, and its relevance to the sport and recreation market.	<b>SEMINAR: MANAGEMENT</b> <b>Coaching for success</b> <b>Andy Jones</b> <i>"The Positive Potter", GLL</i> Practical solutions to achieve personal and business success.
12.15	<b>SEMINAR: DEVELOPMENT</b> <b>The impact of the European City of Sport</b> <b>Paul Edwards</b> <i>Head of Sport Services, Leicester CC</i> One year on we look at the impact on the City and the community of Braunstone.	<b>SEMINAR: INFRASTRUCTURE</b> <b>The challenge of Comprehensive Area Assessment - and some of the answers</b> <b>Peter Kilkenny</b> <i>Local Government Inspector, Sports, Cultural and Leisure, Audit Commission. Currently on secondment - Deputy Managing Director, link4life, Rochdale Boroughwide Cultural Trust</i> From CPA to CAA delivered through LAA's for all LA's (if you don't understand this you may need to attend).	<b>SEMINAR: MANAGEMENT</b> <b>Making the most of food and beverage services</b> <b>Steven Brown</b> <i>FBII, Inn-formation</i> Stem the decline in your food and beverage services and change to high quality profitable operations. The ISRM specialist programme shows you how.
13.00	Lunch & official opening of exhibition		

14.30	<b>KEYNOTE PAPER</b> <b>Sport for sport's sake</b> <b>David Gent</b> <i>Regional Director, Sport England</i> The new strategy for Sport England.		
15.15	<b>SEMINAR: DEVELOPMENT</b> <b>The 'Get Active' Alliance</b> <b>Chris Holmes</b> <i>Associate Director, London Social Marketing Unit, National Social Marketing Centre</i> Proposals from the principle agents in the physical activity sector to deliver 2 million more active people by 2012.	<b>SEMINAR: INFRASTRUCTURE</b> <b>Working in partnership</b> <b>Craig McAteer</b> <i>Managing Director, Rochdale Boroughwide Cultural Trust</i> The answer to effective working for culture and sport in local authority services is working in partnership.	<b>SEMINAR: MANAGEMENT</b> <b>Teach the best to lead the rest</b> <b>Deborah Harris</b> <i>Leisure Operations Manager, Alton Towers</i> Motivating the lifeguard team at Cariba Creek for high levels of safety and great customer service.
16.00	<b>SEMINAR: DEVELOPMENT</b> <b>Bidding for and hosting World class events – A strategic overview</b> <b>Martin Morton</b> <i>Senior Events Consultant, UK Sport</i> Following the Beijing Olympics and Paralympic Games we learn first hand of the programme of events being developed in the run up to London 2012.	<b>SEMINAR: INFRASTRUCTURE</b> <b>A greener future</b> <b>Bill Watts</b> <i>Senior Partner, Max Fordham Consulting Engineers</i> Creating a sustainable future in sports provision without wasting scarce resources, without compromise.	<b>SEMINAR: MANAGEMENT</b> <b>What makes excellence</b> <b>Ken Dunbar</b> <i>Chief Executive, Castle Morpeth BC</i> Lessons from Ken's experience in turning around failing public services to award winning four star services.
16.45	Refreshments & AGM registration		
17.00	AGM		
18.00	Leisure Time and 2008 ISRM conference fun run. As in previous years the ISRM would like to encourage all our conference delegates to participate in a short fun run for charity "The Special Olympics Legacy Fund". Details to follow.		
19.30 to Midnight	Themed Dinner: Pirates of the Caribbean Supported by Arch Water Products		

**All-inclusive!**  
 For full delegates, your accommodation, meals and entertainment are **INCLUDED** in your delegate fee.

## Thursday 13 November

9.00	Delegate registration. Exhibition viewing. Coffee, tea and biscuits.		
10.00	<b>KEYNOTE PAPER</b> <b>David Morby,</b> <i>Assistant Head of Culture and Leisure Services, Kirklees MC – ISRM National President</i>		
10.45	<b>KEYNOTE PAPER</b> <b>The challenge of free swimming</b> <b>Paul Edwards</b> <i>Head of Sport Services, Leicester CC</i>		
11.30	<b>SEMINAR: DEVELOPMENT</b> <b>Understanding and developing motivation</b> <b>Dr Paul Bedford</b> <i>Researcher in Physical Activity, ReAiM</i> The key ingredients in managing and delivering a successful fitness programme, motivating – engaging - adhering – retaining.	<b>SEMINAR: INFRASTRUCTURE</b> <b>Truly modern marketing</b> <b>Karen Rodkin</b> <i>Director, The Consultancy Works</i> Increasing participation and income at vastly reduced cost – the “e” revolution.	<b>SEMINAR: MANAGEMENT</b> <b>Effective management of lifeguards</b> <b>Tara Dillon and Mike Hill</b> <i>Executive Director, IQL UK Ltd; Managing Director Leisure-Net Solutions Ltd.</i> ISRM and IQL conducted very important industry research earlier this year, which was designed to understand the industry's requirements in terms of training, and in particular, the training of lifeguards and duty managers.
12.15	Lunch & exhibition viewing. Prize draw, sponsored by Hippo Leisure Products		
13.45	<b>SEMINAR: DEVELOPMENT</b> <b>Impact of training reforms</b> <b>Debra Stuart and Ian Arnott</b> <i>Chief Executive, Premier Global; Senior Lecturer, Teeside University</i> Making sense of the reforms in qualifications, their delivery and funding.	<b>SEMINAR: INFRASTRUCTURE</b> <b>Community sport enterprises</b> <b>Svend Elkjaer</b> <i>Managing Director, Sports Marketing Network</i> Growing vibrant, visible and viable community sports clubs to deliver sport.	<b>SEMINAR: MANAGEMENT</b> <b>7 Habits of Highly Effective People</b> <b>Steve Goodall</b> <i>Area Director, FranklinCovey</i> No company can succeed until individuals within it succeed. No group can achieve its objectives until its people achieve theirs. The 7 Habits programme is about making people effective so that they, in turn, can make their organisations effective.
14.30	<b>KEYNOTE PAPER</b> <b>The future for sport</b> <b>Sue Campbell</b> <i>Chair of UK Sport and Chair of the Youth Sport Trust</i> Sue will outline her vision for the future of sport in the UK given the plethora of change, strategic redirection and innovation currently taking place against a background upon which sport and physical activity has never been so high in the public consciousness.		
15.15	Depart		

**TO BOOK NOW** and to keep on track with developments to our exciting programme please visit ISRM's website [www.isrm.co.uk](http://www.isrm.co.uk) or call 01509 226474 for more information

# Conference delegate booking form

Alton Towers Resort, Alton, Staffordshire, ST10 4DB  
12-13 November 2008

Conference fees			
	ISRM member rate	ISRM corporate affiliate rate	non member rate
Full delegate (2 days)	£349 + VAT	£384 + VAT	£409 + VAT
Full delegate fees include all refreshments, lunch, one ticket for the themed conference dinner. Includes accommodation on the night of Wed 12 Nov 2008			
One day delegate	£125 + VAT	£145 + VAT	£160 + VAT
Day delegate fees include all refreshments & lunch but not a conference dinner ticket.			
Please tick which day: Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/>			
Please indicate how many extra conference dinner tickets you require (each £35 plus VAT) <input type="checkbox"/>			
REMEMBER FULL DELEGATE FEES <b>INCLUDE</b> YOUR HOTEL ACCOMMODATION			
Extra night option (extended stay) – rate £100 plus VAT			

**Cancellation fees:** Any cancellation made prior to 14 October will receive a 50 per cent refund. Any cancellation made between 14 October and 13 November will be charged full price. In both cases substitutions can be made. All details correct at time of going to press but may be subject to change. ISRM reserves the right to postpone or cancel events in exceptional circumstances.

**Personal Details** (Please complete in block capitals)

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_  
 Organisation: \_\_\_\_\_ Position: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_ Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Options**

**Cheque:** I enclose my cheque made payable to ISRM to the value of: £ \_\_\_\_\_  
**Invoice:** Please invoice me at the following address to the value of: £ \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_ Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_ Official order number: \_\_\_\_\_  
**Credit/debit card:** please charge the following card with the stated amount: £ \_\_\_\_\_

I wish to pay by: Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Switch/Maestro <input type="checkbox"/>		Card security code:			
Card number					
Expiry date		Switch issue number			
Signature					
Name on card					
Address					
Postcode					

**Please complete and return to:**  
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