



CYFREITHWYR
SwayneJohnson
SOLICITORS

Travel and Tourism Law Seminar

Friday, 5th July 2019

10am – 4pm

Deganwy Suite, Venue Cymru, Llandudno, LL30 1BB

To join us for this event, please register at

www.swaynejohnson.com/Events

Cost – FREE Refreshments and lunch included

Please note spaces are limited and therefore to secure your place, please book early



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About the event

The effective contracting, marketing and selling of travel and tourism goods and services requires a good understanding of the law. You can put your business at risk if you get it wrong.

- Are you up to date on the recent consumer law and GDPR?
- Are you confident that your contracts, terms and conditions and other paperwork are fit-for-purpose?
- Have you taken steps to protect your business from claims and costly fines?
- Is your marketing material and website legally compliant?

Swayne Johnson Solicitors' Travel and Tourism Law Seminar is a practical one-day seminar offering a comprehensive overview, at an introductory level, of the legal issues for travel and tourism. Protect your business by staying on top of the law and regulatory changes.

Hear our guest speaker, Sid Madge, bestselling author, brand consultant and founder of the Meee Programme describe how you can build and deliver success for you and your business.

Benefits of attending

- Tips for growing your business online and marketing
- Growing your business by acquisition
- Valuable guidance on contracting and updating terms and conditions
- Learn about good data management and how to prevent a data breach, or manage them when they occur
- GDPR and ePrivacy update
- How does GDPR affect your employees?
- The importance of staff policies
- Hear our guest speaker describe how you can build and deliver success for you and your business
- Network with like-minded people

Who should attend

This event is aimed at those people running or working in hotels, B&Bs, caravan parks, tour operators, travel agents and tourist attractions including:

- Directors and senior managers
- Legal and commercial teams
- Travel and Tourism managers
- Human Resources teams
- Operational and risk management teams

Agenda

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| 10.00am – 10.30am | Registration, tea & coffee |
| 10.30 am - 11.30am | Online trading and consumer protection law – is your website legally compliant?
Marketing your business – how to be successful while remaining on the right side of the law |
| 11.30am – 12.00pm | Commercial property, growing your business by acquisition and planning exit strategies |
| 12.00pm- 1.00pm | Guidance on contracts and the importance of terms and conditions <ul style="list-style-type: none">- Contracting with consumers- Contracting with suppliers- Why terms and conditions are important to protect your business |
| 1.00pm - -2.00pm | Lunch and networking |
| 2.00pm - 2.45pm | Data protection in the travel and tourism sector <ul style="list-style-type: none">- The basics for those involved in collecting and processing data- Good data management and preventing and/or managing a data breach- Marketing, GDPR and ePrivacy Regulations |
| 2.45pm – 3.15pm | Employment law, recruitment and the importance of staff policies <ul style="list-style-type: none">- The importance of contracts of employment and privacy policies- Legal requirements in recruitment and selection- Why having companywide policies is important |
| 3.15pm – 4.00pm | Sid Madge, guest speaker |



About Sid Madge, our guest speaker

Being an 'ordinary' business is no longer an option if you want to build a successful brand. And building a successful brand is easier than you think. Yes, it takes hard work, planning and commitment, but that's all within your control. Find out how making some very simple and easy changes to your business will edge you further towards success. In a short inspiring talk Sid will cover the 'easy wins' and those 'longer-term wins' that will keep you focussing on building and delivering success in your business and personal life.

Sid Madge, best-selling author, brand consultant and founder of the Meee Programme has over 30 years' experience working in the world of brands. Having worked at some of the world's best creative agencies he relocated to North Wales 10 years ago. Since then he's worked with hundreds of businesses throughout Wales to help them be successful. His latest venture, the Meee Programme, helps thousands of people find a greater purpose in their personal and professional lives.

Register now

You can book via Eventbrite at www.swaynejohnson.com/Events

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In the event of any queries please contact law@swaynejohnson.com.

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