

Hi Angus Community Councils

Thank you so much to everyone who has already signed up. This is to send a polite reminder about the following and very much looking forward to seeing you this year if your schedule permits.

This **free** event will be at Birnam Arts, Dunkeld, PH8 0DS on Thursday 3rd May from 9.30am through networking lunch at 1pm.

<https://taycountrytourismbusinessbriefing-screenready.eventbrite.co.uk>

Did you know that 40% of visitors to the UK come here having been inspired by seeing a destination on film or television? Screen tourism presents a fantastic opportunity for Scotland - here's how you can find out about the movies and TV shot on location in the incredible Tay region and how they can help promote your business.

And it's not just about film locations. It's also about all the different services that work with production like accommodation, catering, transport and all kinds of leisure activities that can bring production spending and free promotion.

One production in particular has been creating quite a stir... The *Outlander* books and hit TV series are captivating audiences around the world. With dramatic storylines, heroic actions and romantic interludes, combined with a bit of time travel - the series has a wide range of followers.

Outlander is set amidst stunning scenery and documents momentous occasions in our history. Scotland itself plays a lead role in this production and, with thousands of fans following the adventures of the characters in books and on screen, Scottish tourism is seeing a positive impact. The first two seasons used extensive locations in Fife and Perthshire and future seasons will see more of the region on screen.

To highlight the TV locations and share promotional ideas, VisitScotland and TayScreen are jointly hosting "Screen Tourism Business Briefing - Screen Ready" on Thursday, 3rd May 2018 at Birnam Arts Centre, Dunkeld..

Businesses are invited to attend this FREE tourism business workshop to hear about the national opportunity this creates, and network with others - some of whom are already seeing a difference in their business.



Vogue on location in Angus

So if you want to take a starring role in a feature film, TV drama or even VR experience, this is a great chance to find out more about all the ways you can benefit and what's involved.

Come and learn more about how to attract and work with film and TV production, emerging Virtual and Augmented Reality (VR/AR) opportunities and making the most of screen tourism.

Scotland's Tay Country plays a starring role in feature films, TV drama, commercials and fashion shoots from 'Victoria' to 'Outlander', 'Whisky Galore' to 'Tommy's Honour', Vogue to Volvo.

Screen production offers fantastic opportunities for tourism businesses and this is a chance to discover how your business can get involved and reap the benefits with our great line-up of speakers:

-
- Amy Morement, Location Manager, LS Productions (Stella McCartney, Vogue)
- Derek Yeaman, Location Manager (Sunshine on Leith, Not Another Happy Ending, Miss Potter)
- Julia Sim, Head of Sales and Marketing, Blair Castle (Locations - Victoria)
- Linn Williamson, Chair, Filming Fife
- Whitespace Creative Agency (VR and AR tourism experiences)
- Jenni Steele, Film and Creative Industries Manager, VisitScotland
- Julie Craik, Project Manager, FifeScreen+TayScreen and Create Converge
-

Also part of [Perth and Kinross Business and Enterprise Month 2018](#), the Screen Ready event will start at 9.30am wrapping up at 12.45pm for lunch and networking until 2pm.

To book your ticket please go to:

<https://taycountrytourismbusinessbriefing-screenready.eventbrite.co.uk>

As always, thank you very much for your time.

Best wishes

Julie

Julie Craik FRSA

[FifeScreen+TayScreen Scotland](#)

Screen Office for Councils of

Angus, Dundee City, Fife and Perth and Kinross

Tel +44 (0) 1382 432483 | Mob +44 (0)7951 380403

