



# IRISH SELF CATERING FEDERATION

National representative body for self-catering accommodation owners in Ireland [www.iscf.ie](http://www.iscf.ie)

## AGM & Conference 2016 Agenda \*

**Wednesday 16<sup>th</sup> & Thursday 17<sup>th</sup> November, Clarion Hotel Liffey Valley, Dublin 22**

### Wednesday 16th November 2016

#### From 9pm Kudos Bar, Clarion Hotel Liffey Valley Complimentary Drinks Reception

*Members of the ISCF Executive Council would like to invite conference delegates to join them for a complimentary glass of wine at an informal drinks reception as an opportunity to network with friends, colleagues and industry representatives.*

### Thursday 17th November 2016

#### 9.30am – 10.30am Registration & Meeting Business Partners

*Please note that all members must register prior to the meeting to receive a voting card. Tea & Coffee will be served to welcome our members.*

#### 10.30 – 11.20 AGM (for ISCF members only)

#### 11.20 – 4.30pm Conference

11.20 – 11.30am Chairperson's Address

11.30 – 12.00am Interactive Discussion on 'The Future of Self-Catering Pricing', Robert Kennedy, SuperControl

12.00 – 12.30pm 'Water Control and Leak Detection', Charles Dwyer, Lowflo Ltd.

12.30 – 1.00pm 'Our role as employers', Maura Costello, Conflict Management Services

#### 1pm - 2pm Lunch & Trade Stand Viewing

2.00– 2.30pm 'Overview of European Self-catering Industry', Carlos EHHA

2.30 – 3.00pm EHHA Best Beach Holiday Home Award Ceremony

#### 3.00 – 4.15pm Industry tips short presentations with panel for Q&A

- 'Handling Reviews' – Robert Kennedy, SuperControl

- 'Driving Traffic to Your Website, SEO' – Jason Coburn of Freak.ie

- 'Basic Social Media Tips' - Ali Campbell, Ali Campbell Creative & ASSC

- 'Affiliation Marketing' – Philip Kelly, Empathy Marketing (PigsBack.com)

#### Session roundup with Q&A

4.15 - 4.30pm Closing Remarks by Chairperson



Draw for Free Website or SEO to value of €350 sponsored by **Freak.ie**



Draw for **Drummond Park Games** worth €170 (T&Cs apply)

\* Agenda subject to change ([www.iscf.ie/conferences](http://www.iscf.ie/conferences))