

Branding the Outdoor Experience

CONTENTS

PLENARY PAPERS

Welcome by Chair <i>Marcus Sangster, Forestry Commission</i>	6
The Case for Branding Outdoor Recreation <i>Liana Dinghile, Dragon Consultancy</i>	7
Social Marketing: the outdoor experience and its role in society <i>Melanie Howard, Future Foundation</i>	11
Understanding Your Market <i>Tom Costley/Duncan Stewart, TNS</i>	13
Branding Places: Active Exmoor <i>Mike Bishop, Active Exmoor</i>	23
Provenance and Place: Connecting with Consumers. <i>Simon Michaels, Director, f3</i>	24
Branding for specific audiences: National Trust Progress on Market Segmentation <i>Berry D'Arcy, National Trust</i>	27
Active Places: Emerging Identities in the National Forest (Social Scientific Research Project) <i>Jake Morris, Forest Research</i>	32

SUPPORTING PAPERS

Appendix A - Programme	37
Appendix B - Speaker Biographies	39
Appendix C - Delegate List	44
Appendix D - Slide Handouts from all speakers	48