

UHI | INVERNESS

would like to invite you to attend our

Women in Business Seminar

run by



on 8th June 2022 from 12 noon-2pm (including a light lunch)

at An Lochran, 10 Inverness Campus, Inverness, IV2 5NA



Gender and Creativity in Business in the Highlands: Learning with African Innovation

This event is funded by the University Innovation Fund via the Scottish Funding Council and will be a blended delivery with people joining us via Microsoft Teams or face-to-face. Please confirm your attendance via Eventbrite <https://www.eventbrite.co.uk/e/women-in-business-seminar-tickets-338965303347> and email research.ic@uhi.ac.uk to advise us of any dietary requirements for those who are looking to attend in person.

Vicky Johnson, Professor of Childhood, Youth and Sustainability and Director of the UHI Centre for Living Sustainability will facilitate the event.

We have 2 keynote speakers attending – Korkor Cudjoe who works for the Graça Machel Trust as their Project Lead - Women Creating Wealth and Marina Novelli who is a [Professor of Tourism and International Development](#) at the University of Brighton and an active member of the global sustainable tourism community and is an [Alternate Member of the UNWTO World Committee on Tourism Ethics](#) (2021-2025).

Donna Smith will respond to Korkor's talk as well as telling us about the work of the HBW and Steve Taylor will respond to Marina's talk as well as telling us about the UHI Knowledge Exchange Tourism Network.

AGENDA

Arrival at An Lochran	11:45am
Introductions and Lunch	12:00pm
Keynote Speaker – Korkor Cudjoe Korkor works for the Graça Machel Trust as their Project Lead - Women Creating Wealth. She started her career as an entrepreneur and, after 15 years, transitioned into the development sector. She now supports, designs, and implements entrepreneurship development programmes across Africa. With the awareness that women face gender-related barriers in entrepreneurship development, her work now incorporates economic justice. She has mobilised and built networks to advance women’s economic and social advancement across the South, East and West Africa.	12:10pm
Question and Answer session lead by Donna Smith, President of the Highland Business Women (HBW) who will also talk about HBW Founded in 1995, HBW is a networking and support organisation for business women throughout the Highlands with a range of members from all business sectors. Donna Smith, the current President of HBW, runs her own business consultancy based in Invergordon. Thystle Ltd provides support to businesses aimed at improving processes and systems to deliver savings in time and cost of operations.	12:30pm
Keynote Speaker – Marina Novelli presenting online Marina is a Professor of Tourism and International Development at the University of Brighton. She is an active member of the global sustainable tourism community and is an Alternate Member of the UNWTO World Committee on Tourism Ethics (2021-2025). With a background in economics and a keen interest in international development, she has written and advised extensively in the field of international tourism policy, planning, development and management in Africa, Europe, and Asia. Marina’s work has demonstrated considerable impact on the sector with implications far beyond tourism, by contributing to improved local economies, environments and more inclusive societies. Marina will be reflecting on what it feels like to be a woman in the field of tourism and international development and will be showing examples of her exciting work with artists and small tourism businesses in Ghana and The Gambia.	12:50pm
Questions and Answers session lead by Dr Steve Taylor who will also talk about the UHI Centre for Recreation and Tourism and the Knowledge Exchange Tourism Network Steve is the director of the UHI Centre for Recreation and Tourism Research, situated in Fort William (https://www.whc.uhi.ac.uk/research/). His principal role involves working with international partners on the development and implementation of trans-national tourism projects – the centre is currently involved in marine and adventure tourism and ecotourism projects co-funded through the JPI, ERASMUS+ and INTERREG programmes. Steve’s scholarly output has most recently been on the slow adventure marketing concept and cycling development.	1:10pm
Breakout Sessions to discuss key points raised lead by Vicky Johnson and Roz Thomas	1:30pm
Feedback and close facilitated by Professor Vicky Johnson, UHI Inverness	1:50pm