

**Scotland's Global Impact
– How One Small Nation Changed The World
Buaidh Chruinneil Na H-Alba
– Mar A Dh'atharraich Aon Dùthaich Bheag An
Saoghal!**

22 – 24 October 2009; Eden Court, Inverness, Scotland

OPENED BY FIRST MINISTER ALEX SALMOND

Chaired by Lesley Riddoch

DAY 1

Presented by Professor Robert Cormack, Principal of UHI Millennium Institute

9am	COFFEE
9.30am	First Minister Alex Salmond
9.40am	Lesley Riddoch
9.45am	Opening keynote speaker: Professor John MacKenzie
10.45am	Break
11.15am	<u>Session 1: The peoples who made Scotland (title to be confirmed)</u>

Dr Dauvit Broun, University of Glasgow: 'The arrival of the Gaels in Pictland'

Professor Dauvit Broun is Professor of Medieval Scottish History at the University of Glasgow. He is the author of *Scottish Independence and the Idea of Britain from the Picts to Alexander III*, Edinburgh University Press (Edinburgh 2007) and *The Irish Identity of the Kingdom of the Scots in the Twelfth and Thirteenth Centuries*, Boydell and Brewer (Woodbridge 1999). He is the co-editor of the *Scottish Historical Review*, the leading periodical in the field of Scottish History. He has recently been awarded a major research grant by the Arts and Humanities Research Council to direct investigate how a recognisably modern Scottish identity was formed during the period 1093-1286. Through a comprehensive study of individuals, their social identities and relationships using the charters of this period, the project will seek to explain how the political and legal manifestations of Scotland as a single country and people emerged.

Alex Woolf, University of St Andrews: 'The English in Scotland before the Wars of Independence'

Alex Woolf, lecturer in Scottish History at the University of St Andrews, has recently published *From Pictland to Alba: Scotland, 789 to 1070*, (Edinburgh University Press, 2007), volume 2 of the *New Edinburgh History of Scotland*. He has recently edited *Landscape and Environment in Dark Age Scotland*, The Committee for Dark Age Studies, University of St Andrews, 2006. He has also published articles covering a wide range of topics in Early Insular History from Romanisation to late medieval Hebridean pedigrees. His central area of interest lies in the period c.550-1050 with something of a bias towards the earlier part of the period.

James Fraser, University of Edinburgh

Title and biography tbc

12.15-12.45pm Questions

12.45pm LUNCH

2.00pm Session 2: Scotland and Europe in the Medieval and Early Modern Period

Dr David Ditchburn: 'Emigrants and Immigrants in the Later Middle Ages, c.1349-c.1542'

Dr David Ditchburn is Senior Lecturer in Medieval History at Trinity College Dublin, having been for many years a Lecturer at the University of Aberdeen. He is the author of the prize-winning *Scotland and Europe: The Medieval Kingdom and its contacts with Christendom, 1214 to 1545* (2001) and was joint editor of *Aberdeen: A New History, 1100-1800* (2002).

Dr Steve Murdoch: 'Scotland and Europe in Early Modern Period'

Dr Steve Murdoch is Reader in Scottish History at the University of St Andrews. His research interests include migration from the British Isles in the seventeenth century and all forms of interaction between early modern Scotland and the wider world. He has published extensively on the subject and his major publications include: *Britain, Denmark-Norway and the House of Stuart 1603-1660* (East Linton: Tuckwell Press, 2000/2003) and *Network North: Scottish Kin Commercial and Covert Associations in Northern Europe, 1603-1746* (Leiden: Brill, 2006). His major edited collections include *Scotland and the Thirty Years War, 1618-1648* (Leiden: Brill, 2001) and with Alexia Grosjean, *Scottish Communities Abroad in the Early Modern Period* (Leiden: Brill, 2005). Also with Alexia Grosjean he has produced the widely acclaimed *Scotland, Scandinavia and Northern European Biographical Database*, online at <http://www.st-andrews.ac.uk/history/ssne>.

Dr David Worthington: 'Memory and forgetting in the Scottish diaspora'

Dr Worthington is a lecturer at UHI's Centre for History. He was formerly a Leverhulme Trust Early Career Fellow at the University of Aberdeen, an Irish Research Council for the Humanities Research Fellow at the National University of Ireland, Maynooth, besides, on two occasions, visiting lecturer in history in Poland, at universities in Kielce and Wroclaw respectively. His current research focuses on Scottish emigration to early modern Poland besides, more widely, the activities of British and Irish expatriates in central Europe. He is the author of *Scots in Habsburg Service, 1618-1648* (Leiden: Brill, 2003) and editor of the forthcoming

volume, British and Irish emigrants and exiles in Europe, 1603-1688 (Leiden: Brill, 2009)

3.00-3.30pm Questions

3.30pm Break

4.00pm Session 3: Incomers (Title to be confirmed)

Dr Enda Delaney: 'Scotland and the nineteenth century diaspora'

Dr Delaney is a Senior Lecturer in British History at the University of Edinburgh, having formerly held posts at Queen's University Belfast and the University of Aberdeen. His research interests focus on late modern Irish and British history. His most recent book, *The Irish in Post-War Britain*, was published by Oxford University Press in 2007.

Dr Philomena de Lima: 'A Highland Welcome' -Experiences of contemporary immigration and migration in the Highlands

Philomena is a Development Officer and Researcher with UHI Policy Web - UHI Millennium Institute. She has been involved in research on rural equality issues for more than 15 years. In 2005, she was appointed a Rural Action Research Programme consultant by the Carnegie (UK) Trust for the 'Building Inclusive Communities' theme. She is actively involved regionally and nationally on policy issues, including until recently the Scottish Further Education Council (2000-2005) and is a member of the Scottish Advisory Group for the Equal Opportunities Commission.

Dr. Margaret Bennett: Singer, Writer, Folklorist and Broadcaster

Topic to be confirmed.

5.00pm Questions

5.30pm END OF DAY ONE

DAY 2

EMPIRE AND BEYOND

Presented by Professor Ted Cowan (Professor of Scottish History at the University of Glasgow, and head of the Crichton Campus at Dumfries)

9am Coffee

9.30am **Session 1: The Transatlantic Dimension**

Professor Margaret Connell Szasz: "Scottish educators and indigenous education: from the Highlands to Native North America during the Eighteenth Century"

Margaret Connell Szasz is Professor of History at the University of New Mexico, Albuquerque. Her publications include *Indian education in the American colonies, 1607-1783* (1988); *Between Indian and White Worlds: the cultural broker* (1994); *Education and the American Indian: the road to self-determination since 1928* (1999) and *Scottish Highlanders and Native*

Americans: indigenous education in the eighteenth-century Atlantic world (2007).

Douglas Gibson: “The Canadian Connection : Hugh Maclellan, Alistair Macleod and Alice Munro”

Douglas Gibson, born and educated in Scotland, is a graduate of St. Andrews and Yale. He has spent over forty years as an editor and publisher in Canada, working with many of that country’s finest writers.

Professor Ferenc Morton Szasz: “Abraham Lincoln and Robert Burns: Connected Lives and Legends”

Ferenc Morton Szasz is Regents’ Professor of History at the University of New Mexico, Albuquerque. Author of over 100 articles and eleven books, he specializes in the social and intellectual history of the United States. His latest book (2008) compares the lives of American’s sixteenth president and Scotland’s most famous poet.

10.30am **Questions**

11am COFFEE

11.30AM **Session 2: New Zealand Adventures**

Rebecca Lenihan: “Patterns of Scottish settlement in New Zealand”

In 2005 Rebecca Lenihan was awarded a scholarship to investigate the demographic profile of Scottish settlers in New Zealand between 1840 and 1930, as part of a larger research project into Scottish settlement, funded by the Royal Society of New Zealand. She is currently in the final year of her doctoral studies with the Irish Scottish Studies Programme at Victoria University of Wellington.

Professor Angela McCarthy: “Migration, Ethnicity and Insanity in New Zealand, 1863-1907”

Angela McCarthy is Professor of Scottish and Irish History at the University of Otago, where she teaches courses on Scottish history and Scottish and Irish migration. She is the author or editor of numerous books and articles on Scottish migration, including *Irish Migrants in New Zealand, 1840-1937: ‘The Desired Have’* (2005); and *Personal Narratives of Irish and Scottish Migration, 1921-65: ‘For Spirit and Adventure’* (2007).

Dr Rosalind McClean: ‘Dispersion or Diaspora? Scottish migration and settlement in Aotearoa New Zealand’

A graduate of the Universities of Dunedin and Edinburgh, Rosalind McClean is a lecturer at the University of Waikato, New Zealand. In 2004 she was one of a team of New Zealand and Scottish scholars which received a prestigious Marsden fellowship to study Scottish migration and settlement patterns in Aotearoa New Zealand and to investigate the legacies of this migration. Her academic work is informed by her experiences during the 1990s, when she travelled extensively, living with her young family in various locations in the Middle East, Europe and North America. She has worked for a charitable trust and as a freelance writer, and remains an advocate for migrant and refugee rights.

12.30pm Questions

1.00pm LUNCH

2.00PM **Session 3: Comparative Perspectives**

Professor Michael Vance: “Scottish Patriarchy in Upper Canada and the Cape Colony: A Comparison”

Michael Vance is Associate Professor of History at Saint Mary’s University, Halifax, Nova Scotia. His research focuses primarily on early nineteenth-century Scottish emigration and settlement but he also has an interest in the nature of Scottish overseas identity. In 1990 he co-edited, with Marjory Harper, *Myth, Migration and the Making of Memory: Scotia and Nova Scotia*. His most recent publication, undertaken with co-editor Scott McLean, is an annotated edition of the unpublished memoir of Rev. William Wye Smith, a nineteenth-century Scottish-Canadian poet, newspaperman and congregational clergyman.

Dr Marjory Harper: Entrepreneurs, Exiles and Enigmas: snapshots of Scottish emigrants in the twentieth century

Marjory Harper is Reader in History at the University of Aberdeen and also works one day a week for the UHI Millennium Institute’s Centre for History. She has published several books and articles on Scottish migration, including *Adventurers and Exiles: The Great Scottish Exodus* (2003) which won the 2004 Saltire Society Prize for the best history book of the year.

Tanja Buelmann: ‘Highland Associational Culture in the Scottish Diaspora’

Tanja Buelmann is a PhD candidate with the Irish-Scottish Studies Programme, Victoria University of Wellington. She received her MA from Bielefeld University, and also studied Scottish History at Edinburgh University. Her PhD explores the Scottish community in New Zealand between 1850 and 1930 through thematic case studies on Scottish associationism, ethno-cultural practices and the role of family and kinship networks.

3.00pm Break

3.30pm **Professor Graeme Morton: “Scottish Associational Identity in the Empire”**

Graeme Morton is the inaugural Scottish Studies Foundation Chair, and Director of the Centre for Scottish Studies, at the University of Guelph. Previously he was Senior Lecturer in Economic and Social History at the University of Edinburgh. He specialises in Victorian national identity, nationalism and urban history in Scotland. He is the author of three books: *William Wallace: Man & Myth* (2004), *Unionist-Nationalism* (1999), and *Locality, Community and Nation* (1998). He is the editor of the *International Review of Scottish Studies* and of *Civil Society, Associations and Urban Places* (2006). He is co-editing a new book on St Andrew’s Societies and Scottish Associational Culture in the Diaspora to be published next year.

3.50pm Questions

4.30pm END OF DAYTIME EVENTS

7pm **Keynote speaker: Professor Eric Richards:** “Australia and Scotland: the Evolution of a Long-distance Relationship”

Eric Richards is Professor of History at Flinders University and previously taught at Stirling and Adelaide Universities. His most recent books are *Britannia's Children. Emigration from England, Scotland, Wales and Ireland since 1600*, (London and New York, Hambledon and London, 2004); *Debating the Highland Clearances* (Edinburgh University Press 2007) and *Destination Australia: Migration since 1901* (Sydney: University of New South Wales Press 2008).

8pm **RECEPTION**

DAY 3

Presented by Andrew MacKillop of Aberdeen University (his title TBC)

9am COFFEE

9.30am **Keynote Speech: Professor Jim Hunter, Director of the UHI Centre for History, “The Return to Scotland” (title TBC)**

NO GREAT MISCHIEF IF THEY FALL: The Scottish soldier at home and abroad in the 17th to 19th centuries

For a long time prior to the establishment of the British Empire, Scottish soldiery was earning a fearsome reputation on the international stage, serving in wars across Europe and fighting in the service of many nations. This wealth of military expertise was also to make itself felt in the various domestic conflicts of the 17th and 18th centuries, including the Civil War, the Covenanter conflicts and the Jacobite Risings. It was his experience in the last of the Jacobite wars, the ‘Forty Five’, that led James Wolfe, later famous as the hero of Quebec, to utter his back-handed compliment to the Scottish soldier, and most particularly the Highlander: ‘They are hardy, intrepid, accustomed to a rough country, and make no great mischief if they fall.’ The context of this famous quote was the Seven Years War, which in Canada and elsewhere saw the Scottish soldier fully integrated within the British Army and playing a key role in the conflict which more than any other was to lay the foundations for Empire.

The Year of Homecoming is an ideal opportunity to explore the Scottish military tradition and its role on the domestic and international front. This session will bring together leading writers and scholars in the field of military history, archaeology and related fields to provide a unique insight into the complex series of processes which saw the Scottish soldier variously regarded as mercenary and then loyalist or rebel before serving a key role within the British Army. The complex and changing nature of allegiance, military organisation and tradition, shifting social relations and tactical function which took place during this period will be examined in a series of fascinating talks.

The talks will also be tied in to a number of excursions which will include Culloden battlefield and Fort George, all of them led by leading experts in the field.

This session is organised by the Centre for Battlefield Archaeology at the University of Glasgow

10.30am Questions

10.45am Break

11.15am Dr Tony Pollard: Introduction

Dr Tony Pollard is a leading battlefield archaeologist and Director of the Centre for Battlefield Archaeology at the University of Glasgow. He is a senior lecturer and convener of the MLitt course in Battlefield and Conflict Archaeology. He was co-presenter of the BBC television series 'Two Men in a Trench', which brought battlefield archaeology to a worldwide audience. He has carried out battlefield projects in the UK, Africa and South America. He has directed several seasons of fieldwork at Culloden, the results of which did much to inform the recently opened Visitor Centre and revised battlefield interpretation. Tony has also carried out projects on the Jacobite battlefields at Killiecrankie and Prestonpans and the siege site at Fort William. He is co-editor of the *Journal of Conflict Archaeology* and has written widely on archaeology and history for both academic and popular audiences. His most recent publications include the forthcoming *Culloden: The History and Archaeology of the Last Clan Battle* (Pen and Sword) and his first novel, *The Minutes of the Lazarus Club* (Penguin 2008).

11.25am Session 1: Warfare in Scotland

Professor John Childs: *Scottish Establishment*

John Childs is Professor of Military History and Director of the Centre for Military History at the University of Leeds. He is the author of numerous books on the military history of Great Britain and Europe during the 17th and 18th centuries, most notably a trilogy devoted to the social and political history of the British army under the later Stuarts, he has also edited, with André Corvisier, *A Dictionary of Military History*. His most recent book is *The Williamite Wars in Ireland, 1688-1691*. He has also published widely on the Glorious Revolution of 1688. John Childs is Chairman of the Battlefields Panel of English Heritage; Chairman of the Royal Armouries Development Trust; a sometime trustee of the Royal Armouries; and an associate editor of the *New Dictionary of National Biography*.

Vicky Henshaw: *British Army and Occupation in Scotland*

Vicky has recently completed a PhD within the Department of Modern History at the University of Birmingham, where she also received her BA. Her doctoral research, entitled 'Scottish Military Institutions and the British State', focused on the British Army's involvement in Scotland between the Union in 1707 and the '45 Jacobite rebellion. Her research interests include the social history of the British Army and the growth of military bureaucracy and infrastructure from Restoration to mid-eighteenth century.

Dr Tony Pollard: *Jacobites*

12.25pm *Question and Answer Session*

12.55pm Lunch

2.00pm

Session Two: Scots in Continental Service

Dr Stana Nenadic: *Scottish Gentry and the Military*

Dr Stana Nenadic is Senior Lecturer in Social History at the University of Edinburgh. Her research is mainly concerned with the middle classes, gentry and elites in Scotland in the eighteenth and nineteenth centuries. She is also interested in material culture. Recent publications include *Lairds and Luxury: the Highland Gentry in Eighteenth Century Scotland* (2007) and, as editor, *Scots in London in the Eighteenth Century* (2009). She is a Commissioner of the Royal Commission on the Ancient and Historical Monuments of Scotland and was editor of *Scottish Economic and Social History* from 1998 to 2002. Her current research is concerned with professionals in London and Edinburgh, c 1750-1850, including the Scottish military profession.

Dr Steve Murdoch: *Scots and the Thirty Years War*

Dr Daniel Szechi: *Scots (Jacobites) on the Continent*

Dr Daniel Szechi is a graduate of the University of Sheffield and St Antony's College, Oxford, and after eighteen years as a Professor at Auburn University in Alabama, was appointed Professor of Early Modern History at the University of Manchester in 2006. He is a Fellow of the Royal Society of Edinburgh and the Royal Historical Society. His books include: *1715. The Great Jacobite Rebellion* (Yale University Press, 2006), *George Lockhart of Carnwath 1689-1727: a Study in Jacobitism* (Tuckwell Press, East Lothian, 2002); *The Jacobites. Britain and Europe, 1688-1788* (Manchester University Press, Manchester, 1994); with Prof. G. Holmes, *The Age of Oligarchy: Pre-Industrial Britain 1722-1783* (Longmans, 1993); and *Jacobitism and Tory Politics, 1710-14* (John Donald Press, Edinburgh, 1984).

3.00pm *Question and Answer Session*

3.20pm Break

Session Three: Foundations of the Empire

3.50pm **Dr Pdraig Lenihan: 'Contrasting Fortunes: James Douglas and Hugh Mackay in Ireland 1690-91'**

Dr Pdraig Lenihan is a lecturer in the Department of History, University of Limerick. He has written two monographs on Irish military history: *Confederate Catholics at War 1642-49* (Cork, 2000) and *1690 Battle of the Boyne* (Tempus, 2003). He also produced two edited volumes (sole editor) *Conquest and Resistance: War in Seventeenth Century Ireland* (Brill, Netherlands, 2001) (co-editor) *Age of Atrocity: Violent Death and Political Conflict in Early Modern Ireland* (Dublin, 2007).

Professor Edward Spiers: *Scottish Solider: Imperial Image and Impact*

Professor Edward M. Spiers was born in Edinburgh and is a graduate of Edinburgh University. He has been the Professor of Strategic Studies at Leeds University since 1993. A former chairman of the School of History at Leeds (1994-7), he has served as Dean of Research and now Pro-Dean of Research in the Faculty of Arts (since 2007). Having written twelve books and numerous articles and chapters on military history and contemporary

strategic studies, his major historical works include *Haldane - An Army Reformer* (1980), *The Army and Society, 1815-1914* (1980), *Radical General: Sir George de Lacy Evans, 1787-1870* (1983), *The Late Victorian Army, 1868-1902* (1992), *The Victorian Army in Africa* (2004) and *The Scottish Soldier and Empire, 1854-1902* (2006). He has also edited *Sudan: The Reconquest Reappraised* (1998) and is currently co-editor with Jeremy Crang and Matthew Strickland of *A Military History of Scotland* (to be published by Edinburgh University Press).

Professor Stephen Conway: Seven Years War

Stephen Conway is Professor of history at UCL; his most relevant publications are *The British Isles and the War of American Independence* (2000) and *War, State, and Society in Mid-Eighteenth-century Britain and Ireland* (2006). I am currently working on a big book provisionally entitled *Continental Connections: Britain, Ireland, and Mainland Europe in the Eighteenth Century*.

Lt Col Ian MacPherson MacCulloch: Scots and the Seven Years War in Canada

Lieutenant-Colonel Ian Macpherson McCulloch is a native of Halifax, Nova Scotia. Educated at Fettes College in Scotland and Neuchatel Junior College in Switzerland, he holds a degree in Journalism (1977) from Carleton University, Ottawa and a Master's Degree in War Studies (1996) from the Royal Military College of Canada, Kingston. He joined the Canadian Army in 1977 and was promoted to lieutenant-colonel in 1993, when he assumed command of the Black Watch (Royal Highland Regiment) of Canada. In 2007 he took up a post on the Directing Staff of the Canadian Forces College in Toronto where he teaches in the Master of Defence Studies and Joint Command and Staff Programmes.

Lt Col McCulloch is a military historian specializing in the Seven Years War in North America. Among his numerous publications he has authored *British Light Infantryman of the Seven Years War, 1756-1763, North America*, (Osprey, 2004) and *Highlander in the French-Indian War, 1756-1767* (Osprey, 2008). His most recent publications include the comprehensive two volume history: *Sons of the Mountains: The Highland Regiments in the French & Indian War, 1756-67* (2006 Purple Mountain Press and Robin Brass Studios).

5.10pm *Question and Answer Session*

5.30pm Break

5.50pm **Keynote Speech: Dr Ewan Cameron 'title tbc'**
Introduced by Professor Robert Cormack, Principal of UHI

Biog tbc

**Marketing and communications plan
for Highland Homecoming, including
Scotland's Global Impact conference**

Prepared by Small Creek Communications for The Highland Council

January 2009

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1. Introduction

Highland Homecoming – ur beatha dhan dùthaich!, will take place from mid to late October 2009. This fortnight-long series of events will explore and celebrate the way Scots have shaped countries and communities around the world. From 19 to 31 October a fantastic programme of cultural events will be on offer in the Highlands.

The intention is to encourage a wide range of audiences to participate in 'Highland Homecoming' by presenting a broader range of arts, heritage and cultural events that will appeal to visitors and locals alike. A programme will be developed to include arts, music, theatre, spectacular projections, archaeology and informal talks and seminars, all with a Homecoming theme, in addition to special exhibitions telling the stories of the people who lived in and emigrated from the area over the centuries. As well as encouraging visitors to the Scotland's Global Impact conference (detailed below) to come earlier and to stay longer, we also wish to ensure that the people of the Highlands have the opportunity to participate in and enjoy Homecoming Scotland in their own communities.

The Highland Homecoming fortnight will feature the three day international conference, *Scotland's Global Impact – how one small nation changed the world! Buaidh Chruinneil na h-Alba – mar a dh'atharraich aon dùthaich bheag an saoghal!* The conference runs from 22 – 24 October 2009 in Eden Court Theatre, Inverness, and it is intended that there will be an associated programme of fringe events around the main programme.

This international conference explores and celebrates the way Scots have shaped countries and communities around the world. At a time when the Highland population is rising for the first time in centuries, this gathering brings together prominent historians and other experts from Scotland and around the world to throw new light on movement to and from our country. Appealing to anyone with an interest in Scottish ancestry and the global role Scots have played in shaping our world, the conference themes include a focus on early migration patterns to and from Scotland, as well as assessing the trends in contemporary population movement; examining our ancestors' desire to travel from Scotland to North America, Australia, New Zealand and beyond; and looking at the role of the Scots in the military at home and abroad from the 17th to 19th centuries. The conference features well known speakers, renowned for their expertise in this field.

2. Overview

a. SWOT analysis

A SWOT analysis was carried out to assess the strengths, weaknesses, opportunities and threats of the project. :

Strengths

- The appeal of the Highlands as a destination.
- Potential appeal of the overall Highland Homecoming programme.
- Particularly attractive to academic audiences with interests in related fields.
- The national publicity associated with Homecoming Scotland.
- The potential to promote the conference through the Homecoming Scotland marketing opportunities and channels.
- Strong programme for SGI (both content and speakers).
- Strong partnerships between The Highland Council, UHI Millennium Institute, University of Aberdeen, University of Edinburgh, University of Glasgow, Bòrd na Gàidhlig, Scottish Arts Council, Homecoming Scotland 2009 and VisitScotland.
- Support from the Scottish Government for the project.
- Partnerships established with other interested organisations including tour operators, Inverness Hoteliers Association and the Inverness Bed and Breakfast Association.
- Potential to revisit and extend partnerships established during Highland 2007.
- Low delegate fee for SGI to ensure it is accessible to all audiences.
- Potential to build on projects established as part of Highland 2007.
- Potential for all involved to build on the experience of Highland 2007.
- Benefits of working in partnership with Eden Court Theatre, and in particular their director, Colin Marr.
- Potential to establish new commercial sponsorship partners.

Weaknesses

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- Programme for Highland Homecoming finalised late in terms of marketing timescales, leading to short lead-in time.
- Costs associated with marketing and PR for the Highland Homecoming and conference.
- Challenge of marketing to the Diaspora, given that no specific database exists.
- SGI may be perceived as 'too academic' for other audiences.
- The three day programme for SGI may be too long for some audiences.
- Tourism colleagues have yet to be convinced of the wide appeal of SGI.

Opportunities

- To maximise the promotion of Highland Homecoming and SGI through Homecoming Scotland 2009 and VisitScotland channels, given the fact SGI is considered a flagship event in the HS programme.
- To maximise the opportunities to raise the profile of the Highlands through the promotion of Highland Homecoming and SGI.
- To maximise the opportunity to lever support from partnerships established through previous projects.
- To build on the legacy of Highland 2007.
- To maximise the potential for the Highland Homecoming programme to support promotion of the SGI conference programme.
- To maximise attendance by residents of the Highlands and Islands at Highland Homecoming.
- To maximise the attendance by residents elsewhere in Scotland at Highland Homecoming.
- To maximise attendance by residents across the remainder of the UK at Highland Homecoming.
- To maximise the impact of and potential for the Highland 2007 website (or its legacy site) and the SGI website to function as a part of the promotional plan.

Threats

- Potential for media coverage to be limited by geographic location of the conference.
- Potential for media coverage to be limited by the timing of the conference within the overall HS2009 programme.
- The impact of lack of time and resources on the potential to reach the Diaspora audiences identified.
- Competition from events within the HS2009 programme appealing to similar audiences.
- Impact of the current economic climate on visitor numbers.

b. Homecoming Scotland

As a consequence of discussions between the leading partners and Homecoming Scotland, it was agreed the event's main theme should fit within the ancestral theme of the Year of Homecoming. The format and content was designed to compliment this theme as well as the overall aims and objectives of the Homecoming Scotland project, as well as the planned opening of Highland Archive and Registration Centre in 2009.

c. VisitScotland

- Market Information: Within the UK, VisitScotland has identified the following two market segments as priorities for the Highlands (see www.visitscotland.org for full market profiles):

- Affluent Southern Explorers
- Younger Domestic Explorers

Internationally, the priority markets for the Highlands have been identified as the following by VisitScotland:

- Young cultural explorers
- Older cultural explorers

Accordingly, these markets have been adopted as the principle tourism audiences for this marketing and communications plan.

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- ii. Marketing channels: To reach the markets specified in c(i) above will require much of the marketing to be carried out through the established channels of VisitScotland, to both consumer markets and the travel trade.
 - iii. PR channels: VisitScotland will be kept up to date with information and developments relating to Highland Homecoming and SGI to generate coverage in tourism media.
- d. Timescales
Although timescales are tight for this international project, the combined communication channels of all project partners will enable a wide range of the identified audiences to be reached. A project time-line is attached.
- e. Partnerships
The Highland Homecoming programme, including that of SGI, will be the product of a wide range of partnership organisations including funding agencies, event organisers and a range of other supporters. Partners include (those not yet confirmed are marked with an *):

Highland Homecoming

- The Highland Council
- Scottish Government
- Homecoming Scotland 2009
- UHI
- The Scotsman
- University of Aberdeen
- University of Glasgow
- University of Edinburgh
- Media partner*
- LEADER*
- Scottish Arts Council*
- Bòrd na Gàidhlig*
- Commercial sponsor*

Scotland's Global Impact

- The Highland Council
- Homecoming Scotland 2009
- UHI
- University of Aberdeen
- University of Glasgow
- University of Edinburgh
- The Scotsman (media partner)
- Highlands and Islands Enterprise*

3. Aims

- a. To market Highland Homecoming to local, national and international audiences as a must-see event during 2009.
- b. To raise the profile of the Highlands with key audiences outwith the area (in the UK and internationally) through the marketing of Highland Homecoming and its component elements.
- c. To market Scotland's Global Impact to local, national and international audiences and position it as a must-see event during 2009.
- d. To promote Scotland's Global Impact to appropriate audiences to support achieving a minimum of 60% capacity audience at the event.
- e. To ensure all funders and sponsors are acknowledged appropriately for their levels of support.

4. Audiences

The following audiences will be targeted (the categories marked * are likely to be targeted through VisitScotland channels, as detailed in section 2):

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UK and International

- a. Academic audiences in the UK, Ireland and internationally
 - i. Edinburgh University and associated contacts
 - ii. Glasgow University and associated contacts
 - iii. Aberdeen University and associated contacts
 - iv. UHI and associated contacts
 - v. Speakers contacts
 - vi. Academic audiences in the USA
 - vii. Academic audiences in Canada
 - viii. Academic audiences in New Zealand
 - ix. Academic audiences in Australia
- b. People interested in the history and migration of the Scottish population resident in the United States of America, Canada, Australia and New Zealand.*
- c. Residents of the United States of America, Canada, Australia and New Zealand who are involved in ancestral tourism groups (eg through the VisitScotland Ancestral Tourism Project).*
- d. Residents of the United States of America, Canada, Australia and New Zealand who are involved with clan societies, St Andrews Societies, Saltire Societies, Caledonian Societies and similar (to be accessed through VisitScotland, The Highland Council, The National Trust for Scotland, and specific contacts).*
- e. Media in key markets overseas.*
- f. Subscribers to the Highland 2007 website.
- g. Audiences accessible through the British Council networks.

UK

- h. Family history society networks in Scotland.
- i. Museums / Trusts (museums newsletter) in Scotland.
- j. Event organisers' networks / personal invitation.
- k. Community newspapers in the Highlands and Islands.
- l. Local and regional newspapers in Scotland.
- m. National media in Scotland and the UK.
- n. Business and organisations in the Highlands who may potentially benefit from Highland Homecoming and the events within its programme.
- o. People resident in the Highlands and Islands who are potentially interested in the history and migration of the Scottish population.
- p. People interested in the history and migration of the Scottish population resident elsewhere in Scotland.
- q. People interested in the history and migration of the Scottish population resident elsewhere in the UK.

5. Marketing strategy

- a. The key message for Highland Homecoming and Scotland's Global Impact is that both are must-see events within the Homecoming Scotland programme in 2009.
- b. A full Marketing and Communications Action Plan is attached at Appendix A. The implementation of the plan is likely to fall into three phases:
 - i. Phase one: November 2008 to February 2009
Liaison with project partners and other organisations to determine their role or contribution. Initial sign-posting of the event with agencies, partners and other organisations. Launch of SGI and Highland Homecoming (separately). Confirmation of funding for marketing and communications. Agreement of the marketing and communications plan (including design, advertising and street dressing elements).
 - ii. Phase two: February 2009 to August 2009
Implementation of the marketing and communications plan, with an early emphasis on marketing to key overseas markets.
 - iii. Phase three: August 2009 to October 2009
Implementation of the marketing and communications plan with particular emphasis on attracting Scottish and Highland audiences.

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- c. Design and print items promoting both Highland Homecoming and SGI are likely to include:
- Leaflet (for Highlands and Islands/key Scottish audiences in particular; publication July 2009).
 - E-flyer.
 - Website development.
 - Highland Homecoming (printed) programme.
 - Specific promotion of particular events within the Highland Homecoming/fringe programme.
 - Media pack, including images and information on CD or memory stick for easy distribution.
 - Banner roll (minimum 50m).
 - Pull up banners (6 minimum).
 - Street dressing (during Highland Homecoming fortnight).
 - Advertising.
 - Sponsors package (including banners, merchandise, event signage, etc).
 - Sponsor endorsements
- d. Design and print items promoting only SGI are likely to include:
- E-flyer.
 - Website development.
 - Dressing for Eden Court (during conference).
 - Pull up banners (2 minimum).
 - Conference folders / bags.
 - Conference programme (1000 copies).
 - Advertising.
- e. Marketing through VisitScotland and Homecoming Scotland channels
Homecoming Scotland 2009 and VisitScotland will provide support through their overall HS2009 marketing and communications campaign, and activities outlined within this plan are also designed to co-ordinate with VisitScotland marketing and PR opportunities.
- f. Website
The Scotland's Global Impact website will continue to be hosted by UHI, with payments for the conference being managed through a link to either The Highland Council or Eden Court website. Full details of the programme for the Highland Homecoming will be posted on the Highland Events and Festivals website. As soon as it is confirmed, the domain name for this site will be promoted on all promotional materials.
- g. Gaelic representation
Gaelic language and culture will be incorporated throughout the Highland Homecoming events, including the flagship conference, Scotland's Global Impact *Buaidh Chruinneil na h-Alba*. As a minimum, the Gaelic strap line for *Highland Homecoming – ur beatha dhan dùthaich!*, will be used in all print and web based information associated with the events. Similarly the Gaelic translation of the conference title, *Scotland's Global Impact – how one small nation changed the world! Buaidh Chruinneil na h-Alba – mar a dh'atharraich aon dùthaich bheag an saoghal!*, will be used in all associated print and web based information.
- h. Acknowledgement of support
The marketing and communications plan aims to ensure that all partners, funders, and supporters are acknowledged appropriately through the various communication channels (eg on printed material, through verbal acknowledgement at events, display of partner banners at events, etc). Confirmed funding partners at the time of writing are listed in 2e. above.
- i. Crisis Management
A crisis management plan will be prepared as part of the marketing and communications plan for the event.

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6. Budget and additional resource implications
The full budget is attached at appendix A, as part of the Marketing and Communications Action Plan.
7. Targets
 - a. To support the achievement of a minimum of 60% capacity attendance at the SGI conference.
 - b. To support the achievement of a minimum of 60% attendance across all Highland Homecoming events (this target to be reviewed as the programme develops).
 - c. Generation of an improved database of contacts for The Highland Council to use in supporting the promotion of the area's events and festivals in future.
 - d. Increased hits on the Highland Culture Programme website in 2009 and beyond.
 - e. Generation of additional media coverage for Highland events and festivals during 2009.
8. Research and evaluation
It is recommended that the following methods of evaluation are considered:
 - a. Surveys of participants in Highland Homecoming events, including SGI.
 - b. Media monitoring (by employing a cuttings service).
 - c. Measuring the number of hits on the Highland Culture Programme website and the SGI website pages.8a and b above will incur additional costs to be confirmed when the scope of the evaluation has been agreed.

Project Plan: Highland Homecoming May 2009

Key strands	Focus	Phase 1 - Ground work	Phase 2 – Launch	Phase 3 – Delivery	Phase 4- Event
		May	June	July-Sept	October
Event advocacy	Scotland's Global Impact Conference	WS make initial contact with potential advocates i.e. academic advocate or/and Descendant of Andy Logie Baird, Scottish inventor of the television, Diaspora advocates.	Agree and finalise advocacy endorsement and role within promotion of HH. Develop national and international media hooks around advocate.	Roll out media releases and interviews with key journalists and publications around advocate.	Presence at event. Agreed media schedule.
	Programme of arts, heritage and cultural events	WS make initial contact with potential advocates i.e. Tilda Swinton, Dougie McLean, Tony Robinson or Neil Oliver, Diaspora advocates.	Agree and finalise advocacy endorsement and role within promotion of HH. Develop national and international media hooks around advocate.	Roll out media releases and interviews with key journalists and publications around advocate.	Presence at events. Agreed media schedule.
	Arts Fringe	WS make initial contact with potential advocates i.e Jack Vetrianno, John Byrne, artist and resident of the Highlands John Byrne, British born American.	Agree and finalise advocacy endorsement and role within promotion of HH. Develop national media hooks around advocate.	Roll out media releases and interviews with key journalists and publications around advocate.	Presence at events. Agreed media schedule.
Local advocates	Community	WS make initial contact with potential advocates. Investigate: Highland councillors, community councils and Highland	Agree and finalise advocacy endorsement and role within promotion of HH.	Roll out media releases and community engagement opportunities.	Presence at relevant events. Agreed media schedule.

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		Historical Society.	Develop local media hooks and community engagement advocate.		
	Business	WS make initial contact with potential advocates. Investigate: Chamber of Commerce, SCDI, FSB, BID, Rotary	Agree and finalise advocacy endorsement and role within promotion of HH. Develop local media hooks and community engagement opportunities around advocate.	Roll out media releases and community engagement opportunities.	Presence at relevant events. Agreed media schedule.
	Tourism	WS make initial contact with potential advocates. Investigate: Destination Loch Ness and Highland Loch Ness Tourist Association	Agree and finalise advocacy endorsement and role within promotion of HH. Develop local media hooks and community engagement opportunities around advocate.	Roll out media releases and community engagement opportunities.	Presence at relevant events. Agreed media schedule.
	School pupils	WS make initial contact with Youth Council representative and Education representative to discuss options for rolling out advocacy programme throughout schools, with a focus on digital media.	Agree and finalise advocacy endorsement and role within promotion of HH.	Media release prior to Summer shut down re Youth Council and pupils' involvement.	Presence at relevant events.
Diaspora Advocates	Weber Shandwick	Utilise WS network to identify potential HH advocates and internal opportunities to promote HH worldwide.	Agree and finalise advocacy endorsement and role within promotion of HH.	Roll out agreed programme.	Update on event.

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	Key Diaspora groups	WS contact key Diaspora groups to identify potential support for HH i.e Global Scots, Alliance France Ecosse.	Agree and finalise advocacy endorsement and role within promotion of HH.	Roll out agreed programme.	Potential presence at relevant events etc. Live link to some events.
Publicity	Local	WS to host meeting with FH and Inverness Courier. Outcome will dictate relationship with other local media.	Programme launch in newspaper(s) and websites. Links to key websites. Agree programme of stories for next three months.	Provide information/photos to support agreed publicity.	Provide information/photos to support agreed publicity
		WS arrange meeting with local BBC office. Sell-in angles of interest and highlight feedback from national BBC contacts.	Aim to secure coverage of programme launch. Link to Highlands & Islands BBC web pages.	Ongoing liaison. Agree exact requirements/programme during HH.	Ongoing liaison and support.
		Arrange meeting with Duncan Chisholm MFR to discuss opportunities.	Coverage of programme launch. Liaise with MFR re potential events coverage.	Ongoing liaison. Agree exact requirements.	Ongoing liaison and support.
		WS draft media matrix for local media. Sign off from HH.	Implement.	Implement.	Implement. Evaluate.
	National	Work with UHI to identify potential thought leadership articles Approach publications.	Arrange interviews, source and provide relevant background information.	Ongoing liaison with interviews. Draft schedule of requests during conference.	Ongoing liaison and support.
		WS to arrange meeting with senior BBC personnel to secure HH coverage. Atholl Duncan,	WS host meeting. Identify opportunities for national coverage.	Ws arrange interviews, source background information etc.	Liaise with BBC and provide ongoing support.

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		Donald McInnes and web editor.	Draft outline schedule.	Ongoing liaison.	
		Contact David Lee, Scotsman to discuss October features. Monitor coverage for Jim Hunter article.	Ongoing liaison with DL regarding features. Source background info/photos/organise interviews etc.	Ongoing liaison with DL regarding features. Source background info/organise interviews etc.	Monitor coverage.
		WS draft media matrix for national media. Sign off from HH.	Implement.	Implement.	Implement. Evaluate.
	International	WS to contact key Diaspora publications to identify opportunities for coverage i.e. Scots Magazine; US Scots; The Highland Magazine; American Heritage Magazine	Draw up firm list of opportunities with international media. Background research and interview liaison. Confirm requests for international press trips.	Continue to manage information flow, media requests etc.	Liaise with journalist re any interview and photo requests from events.
		WS draft media matrix for national media. Sign off from HH.	Implement.	Implement.	Implement. Evaluate.
	General	WS contact Smallcreek communications re media database used thus far. Update distribution list, including Diaspora titles. Contact from Ws to all Editors.	Ongoing liaison with media. . Continue to update database.	Ongoing liaison with media. Continue to update database.	Ongoing liaison with media. Continue to update database.
	Photography	Draft brief for photography required for HH. Commission	Receive photography.	-	-

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		photographer to take forward.			
Digital Media	Social Media	Build use of social media (You Tube, Twitter, Facebook etc) into advocacy programme and meetings.	Prompt to advocates about how they can use social media. Invite Youth Council to spearhead pupil 'campaign'.	Monitor social media, and contact advocates as and when required.	Monitor.
	Emailer	Source quotes from designers for emailer template. Liaise with FH re content, frequency of distribution and distribution list. Email template designed and sent to client.	Draft content prepared. Timeline agreed. Distribution agreed. Issue.	Dependant on meeting with FH.	Dependant on meeting with FH.
	Website	Review website with FH. Agree future structure. WS organise content management training with Dynam.	Liaise with Dynam re any changes to the website structure. Review and monitor content.	Review and monitor content.	Review and monitor content.
	SGC e-flyer	WS liaise with Dynam re distribution Liaise with FH re future e-flyers	TBC	-	-
Launch Events and programme	Scotland's Global Impact Conference	Meet with UHI contacts to discuss event in detail and conference branding. Draw up brief for filming event. Circulate to potential suppliers. Liaise with SG re sample	Consider submissions from film companies. Interview companies with UHI present. Action key media opportunities around SGI as above.	Monitor press coverage around the SGI conference and thought leadership articles. Links to press coverage to SGC website. Liaise with key media	Brief staff on prepared schedule. Liaise with journalists re any interview and photo requests from events. Action key media opportunities.

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		<p>pack.</p> <p>Contact Castle & Clans re potential delegates.</p> <p>Respond to Clan Currie re sponsorship.</p>	<p>Clarify roles and remit re media enquiries throughout the SGI conference. Brief relevant personnel.</p> <p>Monitor press coverage around the SGI conference and thought leadership articles.</p>	<p>contacts.</p> <p>Action key media opportunities.</p>	
	Programme of arts, heritage and cultural events	<p>Meet with Creative Services Scotland.</p> <p>Identify publicity/advocacy angles. Draft media matrix.</p> <p>Liaise with potential advocates (as above).</p> <p>Liaise with organisers where relevant.</p>	<p>Continue recruiting/briefing advocates.</p> <p>Roll out media plan.</p> <p>Monitor press coverage.</p> <p>Liaise with key media contacts.</p> <p>Issue agreed news releases.</p>	<p>Monitor press coverage.</p> <p>Links to press coverage to events website.</p> <p>Liaise with key media contacts.</p> <p>Issue agreed news releases.</p>	<p>Liaise with journalists re any interview and photo requests from events.</p> <p>Action key media opportunities.</p>
	Arts Fringe	<p>Meet with FH and Colin Marr.</p> <p>Identify publicity/advocacy angles. Draft media matrix.</p> <p>Liaise with potential advocates (as above).</p> <p>Liaise with organisers where relevant.</p>	<p>Continue recruiting/briefing advocates.</p> <p>Roll out media plan.</p> <p>Monitor press coverage.</p> <p>Liaise with key media contacts.</p> <p>Issue agreed news releases.</p>	<p>Monitor press coverage.</p> <p>Links to press coverage to events website.</p> <p>Liaise with key media contacts.</p> <p>Issue agreed news releases.</p>	<p>Liaise with journalists re any interview and photo requests from events.</p> <p>Action key media opportunities.</p>

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	Programme	<p>Meet with Creative Scotland Services for update.</p> <p>Confirm schedule for delivery and key contacts with FH</p> <p>Identify hook for programme launch in June.</p>	<p>Liaise with distribution company.</p> <p>Liaise with high profile advocate re launch.</p> <p>Media support around launch.</p> <p>Press release</p> <p>Upload programme to website and send PDF to partners.</p>	<p>Continue to monitor distribution of program – ensure availability in key areas prior to 19th.</p> <p>Issue PFD on request.</p>	
Marketing and advertising	Homecoming Scotland events Guide	<p>Copy drafted and with client</p> <p>Send to EventsScotland</p> <p>See and sign off proof</p>	<p>Check with Events Scotland re distribution/PDF etc</p>	<p>Upload links to PDF</p>	-
	Leaflet and poster	<p>Arrange briefing meeting with FH to take forward.</p> <p>Quotes from designers/printers.</p> <p>Arrange distribution.</p> <p>Draft text</p>	<p>Receive proofs from designers.</p> <p>Client sign off.</p> <p>Send to print.</p>	<p>Distribution.</p>	<p>Distribution.</p>
	Banner	<p>Arrange briefing meeting with FH to take forward.</p> <p>Quotes from designers/printers.</p> <p>Arrange distribution.</p>	<p>Receive proofs from designers.</p> <p>Client sign off.</p> <p>Send to production.</p>	<p>Receive banners.</p>	<p>Liaise with required personnel to display.</p>

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		Draft text.			
	Eden Court branding	Meet with Laurie Piper, Marketing Manager. Agree schedule and branding.			
	SGI flyer	Contact Landmark to monitor distribution.	Monitor/liaise with Landmark	Monitor/liaise with Landmark	Monitor/liaise with Landmark
	Homecoming Scotland promotional material	Request copy of order form from AB. Check progress with Joanne Deponio for HS team. Agree plan for distribution/use with FH.	Contact relevant partners re material. Receive material. Distribute. TBC.	Distribute TBC.	-
	Scottish Banner (Australian expat publication)	Contact Editor for rate card and copy of publication and more readership information.	Liaise with Editor.		-
	West Highland Free Press/Visitor Magazine	Contacted Anne O Lone to receive deadline date for text/rate cards etc.	Liaise with publication and FH.	Visitor Magazine published.	-
	UCI Mountain Bike World Cup programme	Contact Editor. Copy and designed ad deadline 15 May.	-	-	-
	Arts in Motion (projections onto buildings)	WS contact Arts in Motion. Identify progress to date. Identify publicity	Ongoing	Press release to build anticipation Organise photo call for October.	Projections go live.

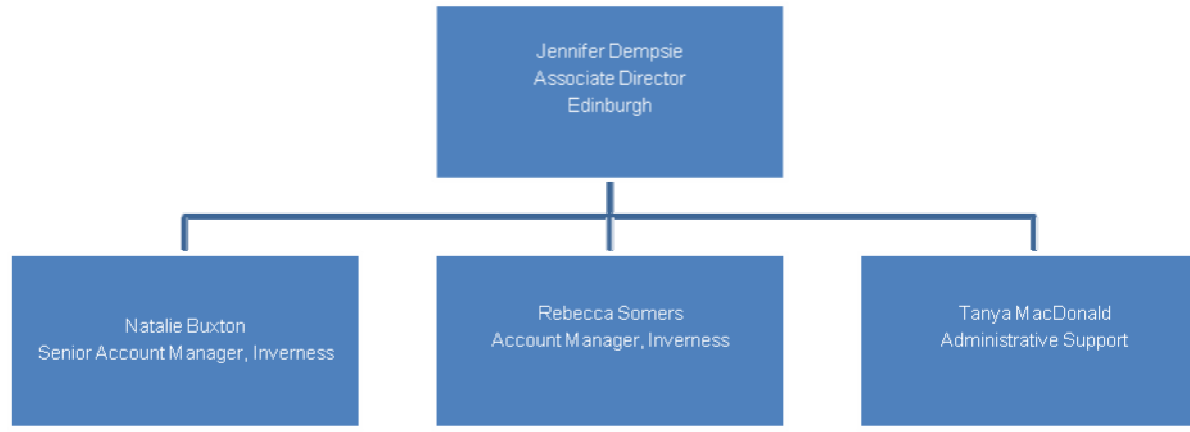
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		opportunities. Build into above media matrix.			
	Smart City Dressing	WS contact Smart City Dressing. Identify progress to date. Identify publicity opportunities. Build into above media matrix.	Ongoing	Press release to build anticipation	City 'dressed'.
Key partner and stakeholder communication	Engagement with Steering Group, Event Scotland, Visit Scotland, Scottish Government including Scottish Counsellor to North America, British Council, Visit Britain, Bord na Gaidhlig, Destination Loch Ness, Scottish Book Trust, Museums Galleries Scotland, Historic Scotland, National Trust for Scotland	Round table meeting to brief key partners Event Scotland, Visit Scotland, Scottish Government on Highland Homecoming programme, introduce Weber Shandwick and agree strategy of joint working and promotion. Brief Scottish Counsellor to North America on Highland Homecoming and ensure Diaspora database receives Scotland's Global Impact details. JD to set up introductory meetings/briefings with Visit Britain, Bord na Gaidhlig, Destination Loch Ness, Scottish Book	Agree joint strategy to promote launch of Highland Homecoming programme with key partners. Roll out of campaign among key agencies to promote programme. Also ensure Scottish Counsellor in North America sends programme out to Diaspora organizations database Ensure all partners/stakeholders have programme and are promoting where possible through websites and leaflets and examine joint working for PR	Update meeting with Event Scotland, Visit Scotland and Scottish Government . Agree media & marketing support with key partners for before and during 19-31 October Brief all partners/stakeholders on updates and developments to Highland Homecoming programme, ensuring to maximise any PR & promotional opportunities	2 nd update meeting Event Scotland, Visit Scotland and Scottish Government Ensure key partners are represented at main events, with branding, promotional material and media/marketing support

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		Trust, Museums Galleries Scotland, Historic Scotland, National Trust for Scotland	stories/events		
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Jennifer Dempsie

As the lead person on the account, Jennifer will provide strategic support to the Highland Homecoming campaign. Jennifer will be responsible for co-ordinating with key partners VisitScotland, Event Scotland and the Scottish Government. In addition, she will offer strategic support in the promotion and stakeholder engagement of Highland Homecoming to the Diaspora community.

Natalie Buxton

As Highland Homecoming's main point of contact, Natalie's responsibilities include co-ordinating with the key partners in the Steering Group, implementing and delivering the PR campaign, locally, national and internationally including social media and rolling out the advocacy programme. Also, acting as industry liaison, including international and trade media support.

Rebecca Somers

Working in support to Natalie in all of the above, Rebecca Somers will be a day to day contact and will focus on the launch events and programme, advertising and marketing.

Tanya MacDonald

Tanya will provide administrative support to Weber Shandwick's Highland Homecoming campaign.