



# THE GLOUCESTERSHIRE BUSINESS SHOW

Gloucestershire's Festival of Business & Innovation

#GBS19

## Headline Speaker

### Rebranding Cheltenham

Tuesday 21st May 12:30pm



## Book your tickets

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Cheltenham Town Hall, Imperial Square, Cheltenham, GL50 1QA

In association with

**nettl**  
of Gloucester & Cheltenham

**Kelly Ballard** – Marketing Cheltenham  
**Tracey Crews** – Cheltenham Borough Council  
**Preston Rutt** – Little Big Agency



## Tuesday 21st May 12:30pm **Rebranding Cheltenham**

In 2016 a survey was commissioned asking people outside of Cheltenham what they thought of the town as a visitor destination, the findings came back loud and clear – people saw Cheltenham as ‘the horse racing place’ with few other reasons to visit. This perception also has a knock-on for people coming to the town to work, study and invest. Working with the Cotswold’s Little Big Agency, the team at Marketing Cheltenham plan to change perceptions by repositioning the destination as ‘The Festival Town’ putting culture at the heart of the destination brand narrative. This session will discuss the thinking behind the plans and how the whole town could benefit.



### **Kelly Ballard**

Kelly Ballard is a leisure and tourism marketing specialist with over 20 years' experience. From destination or visitor attraction marketing strategy, to social media content planning; Her experience is across the full marketing mix, and her skill is in bringing it all together in one tasty sandwich.

## Book your tickets for this event

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