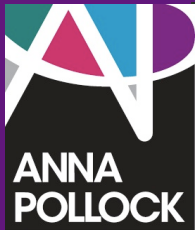


Speak Out - 2009 update



www.annapollock.net

Hello dear friends and colleagues. Life doesn't get any less hectic and complex does it? I just wanted to bring you quickly up to speed regarding where I am and what I am doing in the hopes our paths might cross again in 2010 and we might work together in some capacity.

Location

A question often asked is where do you live these days? My permanent residence is back in glorious, rural Herefordshire, UK that affords a peaceful and inspiring sanctuary - a place to reflect, think and write before setting off on travels.

Work

Thanks to the brilliant efforts of Donna Bernard and her team at [Flair Innovations](#), who represent me in North America, I have a new look brand and web site to support my international speaking activities. www.annapollock.net acts as a mini gateway to all my online activity.

While I have consulted in almost all aspects of destination tourism in the past, I am now focusing on deep change and helping DMOs, association and corporate leaders cope with the volatility and uncertainty associated with the profound, transformative shifts occurring in our society. Consequently, I have to make sense of many different topic areas: technology; environment, economy, social values and consumer trends etc.

2009

...started in **China**, working with a talented team assembled by PATA, retained to investigate the tourism potential of an archipelago in the Yellow Sea. It was my first visit to this amazing, impressive country. In the Spring I returned to **Finland and Norway** - where I have worked with DMOs on change. I love the Scandinavian's curiosity and commitment to exploring fresh ideas. Early summer found me in **Whistler** where I was asked to imagine their future beyond the

Olympics in 2010 and speak to the Economic Developers Association of Canada, Then in late summer I was privileged to be keynote speaker at the TIANZ Leadership summit in Wellington, **New Zealand**. The year concludes with work in beautiful **Canmore, Alberta** and preparing a paper on the future of DMOs.

2010

...looks exciting. Donna Meredith of [Keystone Corporate Positioning](#), has arranged a keynote in **Samoa** at the [TIDES](#) conference and I have been invited back to New Zealand. I also want to pursue a new idea **Places That Care** - a grassroots initiative encouraging communities to embrace sustainability and continue to support [The Icarus Foundation](#). Lynne Gray of [THATSPR](#) is organizing events in Europe and Flair Innovations and I are each presenting at the Rural Development Conference in BC in April. The 2010 calendar is not completely full so please contact us via the contact page [here](#), if I can make a contribution to your event or help your team face the new realities!

Writing and Connecting

As I'm committed to write a book synthesizing my thoughts on the future of tourism in a carbon constrained world, I'm sharing thoughts on two blogs

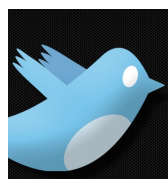
www.desticorp.typepad.com

www.agentsofchange.typepad.com

Comments & discussion welcome!!

Please join me on Twitter

(@pembidgeanna) where I share new ideas and material I think will be of interest to my colleagues.



Thanks for all your support and interest in 2009 and before - it means the world to me.

Please celebrate the Holidays in fine style and I wish you a fulfilling
and prosperous 2010.