

'Mr Loch Ness' Willie Cameron Will Speak at GrowBiz Event

GrowBiz are delighted to have Willie Cameron as the guest speaker for the May XChange networking event on Thursday the 27th May from 6pm.

Known as Mr Loch Ness, Willie is a leading light in the development of tourism, both at Loch Ness and the Highlands in general. As the founder of Loch Ness Marketing (LNM), he has worked with film, TV and media for 26 years and has become a sought-after speaker, mentor and motivator.

In 2018 Willie and LNM was appointed to represent tourism on the Board of The National Council of Rural Advisers and that followed with an appointment on the steering group for the development of Inverness Castle. He was also asked to be the key speaker and host for The OECD Conference held in Edinburgh in 2019.

Willie has also expanded his business across many projects, all with the aim of promoting tourism and economy growth in the Highlands. His broad CV includes being a founding member of the The Drumnadrochit Chamber of Commerce and Tourist Association, working with clients to help them win The Tourism Initiative of the Year, running food festival Highland Feast, as well as generating major sporting events in and around Loch Ness. LMN has also been involved in the marketing of Perth Race Course and Glamis Castle.

In 2005 his hard work was recognised and he was awarded Highland Tourism Ambassador. In 2016 he was awarded Highland Food and Drink Ambassador and, in 2019, The Visit Scotland Silver Thistle Award.

Although the business was severely affected by Covid-19, Willie and LMN are busy looking forward to the future of Highland tourism.

GrowBiz CEO Jackie Brierton says, "As the tourism sector opens up, Willie's knowledge and experience will be of great benefit to all types of rural enterprises. GrowBiz is excited to be inspired and motivated by Willie at this month's XChange event."

This informal meeting will be held over Zoom and provides an opportunity to meet fellow business owners, self-employed and entrepreneurs. Tickets are free and can be booked at www.growbiz.co.uk/events

GrowBiz also provides online learning sessions, an award-winning mentoring programme and one-to-one enterprise support. Find out more at www.growbiz.co.uk