



Wildlife Festivals & Beyond: Creating Partnerships for Nature Tourism in your Community

November 15 & 16, 2006
Stockton, California

Find out how over 30 wildlife festivals and hundreds of businesses tap into this growing market of nature tourists in California – over 5.5 million people spending \$2.5 billion each year!

- Wildlife Festivals – Keys to Success
- How to create innovative partnerships for Wildlife Festivals, Nature Tourism and Agritourism
- How to promote your community as a Nature Tourism destination
- Networking, learning and inspiration

Who Should Attend

- ❖ Festival Coordinators, Organizers & Volunteers
- ❖ Chambers of Commerce, Convention & Visitors Bureaus
- ❖ Tourism Professionals
- ❖ Wildlife & Resource Agencies
- ❖ County & Local Government
- ❖ Conservation Non-profits, Land Trusts
- ❖ Farmers, Ranchers, University Extension Agents

Session I

Wednesday, November 15 10:00am–5:00pm

Program Topics Include:

- ❖ Marketing Forum: Creating a Targeted Media List; Creating a Successful Nature Tourism Advertising Campaign; Telling your Story Visually
 - ❖ Community Partnership Forum: Partnering with Non-profits, Chambers of Commerce and Visitors Bureaus, Resource Managers and Farmers & Ranchers
 - ❖ Risk Management: Liability Insurance for your Event
- Field Trip to Woodbridge to view Sandhill Cranes at 5:00pm, including refreshments

Session II

Thursday, November 16 8:30am–4:15pm

Program Topics Include:

- ❖ Morning Field Trip: What Makes a Great Wildlife Viewing Site – assess sites using Watchable Wildlife's guidelines for inclusion in its viewing network
 - ❖ Developing a Network for Promoting Nature Tourism: using the morning's results, assess your community's nature tourism potential
 - ❖ Project Breakout Groups: 1)Design a Wildlife Festival or Event; 2)Marketing & Branding your Community; 3)Birding Trails & Driving Guides
- 6:00PM Join the Opening Reception for the Central Valley Birding Symposium

Registration Fee: \$100.00

Including Program Workbook, Two Lunches, coffee, tea & beverages; Guided Field Trips

For Hotel Reservations Contact:

Radisson Hotel Stockton at (209) 957-9090.

Government/Group rate is \$ 84 for 1-2 persons plus tax. Please ask for Central Valley Birding Symposium block. Please reserve early!

For more information: Karen Killebrew Tel: (530) 878-1330 Email: karen@NatureMedia.net

Presented by: California Watchable Wildlife www.CAWatchableWildlife.org
Nature Tourism Planning www.NatureTourismPlanning.com

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REGISTRATION FORM

ATTENDEE NAME/S _____
ORGANIZATION: _____ PHONE: _____
ADDRESS _____ CITY _____ ST _____ ZIP _____
EMAIL _____ Website: _____

Affiliation:

Wildlife Festival Tourism Marketing Organization Public Lands Manager Other _____

If you are associated with a festival, please provide the following details:

Name of Festival _____

Festival Website _____

Festival Coordinator (If not attendee) _____

Contact Phone: _____ Email: _____

For complete program details: www.CaWatchableWildlife.org

Registration Fee: \$100.00 for 2-day program, including 2 lunches and workbook; field trips.

Registration Deadline: November 1, 2006

ENCLOSED IS MY/OUR REGISTRATION FEE OF \$ _____ PER PERSON, FOR _____ PERSONS

TOTAL ENCLOSED \$ _____

Please make check payable to **California State Parks Foundation** and mail to:

Karen Killebrew If you have questions, call (530) 878-1330 or email karen@naturemedia.net

P.O.Box 147

Applegate CA 95703

HOTEL RESERVATIONS

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Radisson Stockton
2323 Grand Canal Blvd.
Stockton CA 95207