

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

*An Interactive Forum for Wildlife Festival Coordinators, Tourism Professionals,  
Chambers of Commerce, Visitors Bureaus and Public Lands Managers*

**November 15 & 16**  
**Radisson Hotel, Stockton**

## Program

**Wednesday, November 15**

- 10:00 – 10:30AM     **Welcome & Introductions** – *Bob Garrison, Nature Tourism Planning; Karen Killebrew, California Watchable Wildlife*
- Review of Program and Hot Topics, Participation in Field Trips**
- 10:30 – 11:00PM     **Creating a Successful Nature Tourism Program in your Community** – *Bob Garrison*  
Wildlife Tourism by the Numbers; update on national Watchable Wildlife Program
- 11:00AM –12:15PM   **Marketing & Media Forum** – *Karen Killebrew, Moderator*  
Creating a Media Plan – Karen Killebrew, Nature Media Network  
Creating a Successful Nature Tourism Advertising Campaign – Rick Gray, Fallon, NV  
Convention & Tourism Bureau  
Telling your Story Visually – Larry Arbanas, Earthwhile Nature Productions
- 12:15 –1:30PM       **Lunch - “Hot Topics” Roundtables**
- 1:30 – 2:45PM       **Community Partnerships – Panel & Open Forum** – *Bob Garrison, Moderator*  
Interactive Forum – Q & A
- 2:45 – 3:15PM       **Liability Insurance**
- 3:15 – 3:30PM       **Break**
- 3:30 – 4:15PM       **Finding & Compensating Trip & Workshop Leaders**
- 4:15 – 5:00PM       **Roundtable Reports & Wrap up**
- 5:30PM (time TBD)   **Wine & Cranes – Field Trip to DFG Sandhill Crane Viewing Site in Woodbridge**

## Program

Thursday, November 16

- 8:30 – 11:30AM      **Field Trip – What Makes a Great Wildlife Viewing Site - *Bob Garrison* – *Nature Tourism Planning*;**  
Conduct an on-site assessment of two local wildlife viewing sites, using Watchable Wildlife’s guidelines for nominating sites for inclusion in the Watchable Wildlife network.
- 11:30AM – 1:00PM      **Box Lunch at Lodi Lake and return to Radisson Hotel**
- 1:00 – 2:30PM      **Developing a Network for Promoting Nature Tourism** – Bob Garrison, Moderator; Rick Gray, Fallon Convention & Tourism Bureau;
- Assessing your community’s nature tourism potential (based on the morning viewing site assessment)
  - Working with Public Lands Managers
  - Developing Community Partnerships for Nature Tourism Events & Programs
- 2:30 – 2:45PM      **Break**
- 2:45 – 3:30PM      **Project Breakout Groups:** we’ll break into groups to put the knowledge to work designing a project:
- Wildlife Festival or Event
  - Marketing and Branding your Community
  - Birding Trails/Driving Guides
- 3:30 – 4:15PM      **Wrapup:** Actions for followup, suggestions for future workshops, evaluations
- 6:00 – 7:00PM      **Join the Central Valley Birding Symposium’s Opening Reception**