

## Geotourism Website Program for The Mississippi River [MississippiRiver.NatGeoTourism.com](http://MississippiRiver.NatGeoTourism.com)

National Geographic Society – Maps Division  
Geotourism Stewardship Council and Website Program

**Community Outreach Workshop**  
**Lauderdale Chamber of Commerce**  
**123 South Jefferson Street**  
**Ripley, TN 38063**  
**9:30 a.m.**

### What's So Special About Your Place?

We want to know because:

*"The best travel advice comes from the people who live there"*

#### Workshop Objectives:

- To inform local people about National Geographic's Geotourism Partnership Project with the Mississippi River Connections Collaborative - goals, objectives and benefits for the communities along the Mississippi River
- To orientate and inform local people who are engaged in tourism from the private and public sectors on how they can participate in contributing content to the Mississippi River Geotourism Website: [MississippiRiver.NatGeoTourism.com](http://MississippiRiver.NatGeoTourism.com)

**Agenda:** February 24, 2016 9:30 a.m.

**20 minutes** Introductions and Overview of National Geographic's Geotourism Program as well as concept and work plan for the Mississippi River Geotourism Program

**45 minutes** How you can contribute content to the Mississippi River Geotourism Website

*Why?* Because the best travel advice comes from the people who live there

*Who?* Local individuals, service providers, small businesses, organizations and others are invited to share on a co-branded National Geographic Society website recommendations for place based authentic experiences for travelers along the Mississippi River

*How?* Detailed explanation and demonstration on how to contribute information by uploading content onto the website. Options for those not oriented to the internet to become content contributors

**25 minutes** Q and A / Plenum Discussion / Closing