

Geotourism Website Program for The Mississippi River MississippiRiver.NatGeoTourism.com

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

Community Outreach Workshop
Memphis Area Association of Governments
8289 Cordova Road, Suite 103
Cordova, TN 38016
3:30 p.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

Agenda: February 23, 2016 3:30 p.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*