

CCHTC's 6th Annual Symposium

January 27-29, 2010

Program Description

On January 27-29, 2010, the California Cultural & Heritage Tourism Corps (CCHTC) will hold its 6th Annual Symposium in Chico. This event will provide an optimum educational and networking forum, while attendees will learn how their state's historic roads and scenic byways are the paths that lead to California's abundance of culture and heritage. The Symposium will also offer the opportunity to build innovative tourism partnerships, create revenue-generating experiences in a challenging economy, and collaborate with partners for more profitable marketing exposure.

The keynote speaker is Dan Marriott of Paul Daniel Marriott and Associates, while the special Friday guest speaker will be Huell Howser, host of "California's Gold." Attendees will learn about partnership strategies, building itineraries, grant development, dealing with the recession, and creating innovative marketing programs and events. Additional speakers include Beth Macmillan with Reno is Artown; Lauren Hooten from the California Cultural Database Project; Jim Conkle from The Route 66 Preservation Foundation; Richard Peterson of the California Academy of Sciences; Doug McConnell of OpenRoad TV; Sheila Armstrong from the U.S. Cultural and Heritage Tourism Marketing Council; and Bob Warren from the Redding Convention and Visitors Bureau.

Target Audience

Cultural and heritage industry stakeholders throughout California.

Objectives & Reach

The Symposium works to facilitate the following of CCHTC's goals:

- Facilitate cross-agency, cross-county, and cross-regional communication and partnerships among agencies and organizations that have an interest in arts, culture, heritage and tourism.

- Encourage local and regional collaboration on cultural and heritage preservation and tourism and serve as a resource for such efforts.
- Facilitate cooperative promotional projects and events.

Results & Accomplishments

The symposium provides a way for attendees to learn new marketing strategies, reconnect with old friends and build new partnerships, with numerous opportunities for networking and interactive sessions. The Symposium shows how arts, culture, heritage and tourism partners can work together to help create a priceless experience.

Program Contact(s)

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