



Geotourism Summit 2010
POWER OF PLACE
February 2, 2010 – Washington, DC

SUMMIT AGENDA

Monday, February 1

- 1:00 – 5:00 pm **Registration** National Geographic - M Street Foyer
(Delegates requested to enter via 16th Street entrance and follow signs)
- 2:00 – 5:00 pm **Geotourism Ambassador Training** Staff Auditorium
(This is a pre-registered, ticketed event)

Tuesday, February 2

- 7:30 – 10:00 am **Registration** National Geographic - M Street Foyer
(Delegates requested to enter via 16th Street entrance and follow signs)
- 7:30 – 8:30 am **Continental Breakfast** M Street Foyer
- 8:30 – 8:40 am **Geotourism Change Summit Welcome** Grosvenor Auditorium
Tim Kelly, President, National Geographic Global Media Group
- 8:40 – 10:10 am **Presentations by Geotourism Challenge Finalists** Grosvenor Auditorium
- Ger-to-Ger Foundation & Agency, Mongolia
 - Evergreen Brick Works, Canada
 - USVI Sustainable Farm Institute, USA
 - RiverIndia.com, India
 - Context Travel, USA
 - Trout Point Lodge, Canada
 - Reality Tour e Turismo Ltda, Brazil
- 10:10 – 10:30 am Refreshment Break M Street Foyer
- 10:30 – 11:15 am **“Enhancing the Geotourism Experience”** Grosvenor Auditorium
Keynote Presentation by James Gilmore, Co-Founder of Strategic Horizons LLP
Author of “The Experience Economy: Work is Theatre & Every Business a Stage”
- 11:15 – 12:00 noon **Presentations by Geotourism Challenge Winners** Grosvenor Auditorium
- Nature Air, Costa Rica
 - Wikiloc Community Maps, Spain
 - PEPY, Cambodia
- 12:15 – 1:30 pm **Networking Lunch** The University Club



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| 1:45 – 2:45 pm | Geotourism At Work: Destination Stewardship Strategies Grosvenor Auditorium <i>Expert panel discussion facilitated by Keith Bellows, Vice President & Editor, National Geographic Traveler. Panelists include:</i> <ul style="list-style-type: none">• Helen Marano, Director, Tourism Industries, US Department of Commerce• Dinu Bumbaru, Policy Director, Heritage Montreal• Ben Keene, Tribe Wanted• Julie Katzman, MIF/FOMIN General Manager, Inter-American Development Bank• Vanessa Healey, VP of Global Brand Marketing, InterContinental Hotel Group | |
| 2:45 – 3:00 pm | Refreshment Break | M Street Foyer |
| 3:00 – 4:00 pm | Global Geotourism Update <ul style="list-style-type: none">• Unveiling of Geotourism Impact Map• Launch of 2010 Geotourism Challenge <i>Ann Nygard, Associate Director, NGS Center for Sustainable Destinations</i> Summit Closing Remarks <i>Diana Wells, President, Ashoka</i> | Grosvenor Auditorium |
| 4:00 – 5:15 pm | Private Tour of Terra Cotta Warrior Exhibit <i>This is a pre-ticketed event included with registration</i> | NG Museum |
| 5:15 – 8:00 pm | Summit Changemaker Reception <i>This is a pre-ticketed event included with registration</i> | NG Cafeteria |