

The Virginia Recreation and Park Society
54th Annual Conference
The Governor's Conference on Greenways, Blueways and Trails
October 4-7, 2008

Session Title: Marketing Your trail Through Special Programs

Section 1: Making History Come Alive on the Trails of Richmond
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City of Richmond Parks and Recreation

A. Assess your resource.

What makes your site unique?

What are its strengths & weaknesses?

B. Find your target audience.

Who will appreciate your resource?

Create a program around them.

C. Establish a relationship with the media.

Which media outlets are right for you?

D. The Program.

Focus the presentation.

