

2023 Byway Leader Training

SCENIC BYWAY SEMINAR

ITINERARY

Paris Landing State Park, Buchanan, TN

Monday, November 13, 2023

Morning	Travel, Lunch on Your Own
1:00 P.M.	Welcome and Opening Remarks
1:20 P.M.	Session 1: Visitor Info (Understanding recent trends and perceptions of Scenic Byway Visitors)
2:00 P.M.	Session 2: Regional Marketing (Recent regional marketing efforts of the Sequatchie Valley NSB)
2:40 P.M.	Networking Break
3:00 P.M.	Session 3: Interpreting through Podcasts (Case study for how Scenic Byways are being interpreted through the Travel Embers Podcast)
3:40 P.M.	Session 4: CMP Updates (Lessons from recent updates of the Cherochala Skyway NSB Corridor Mgmt. Plan)
4:20 P.M.	Networking Break
4:40 P.M.	Session 5: Grants & Love TN Byways (Discussion of NSBP grants and various Beautification projects undertaken by participants of the <i>Love TN Byways</i> Project)
5:20 P.M.	Seminar Closing Remarks
6:00 P.M.	Dinner Provided

Tennessee participants should complete the survey to provide input on the 2024 Tennessee Scenic Byways Annual Work Plan.

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Tuesday, November 14, 2023

BLT Day 1:

8:00 A.M. Light Breakfast & Sign-In

8:30 A.M. Session 1: Welcome & Orientation

Presenters: Sharon Strouse & Chris Sieverdes

Introduction of Participants

About NSBF & Scenic Byways – History & Highlights

Defining Byways & Buzzwords

9:15 A.M. Session 2: Intrinsic Quality Integrity

10:15 A.M. Session 3: Corridor Management Planning

11:15 A.M. Lunch

12:15 P.M. Session 4: Byway First Impressions

1:15 P.M. Session 5: Authenticity & Visitor Experience

2:15 P.M. Break

2:35 P.M. Session 6: Interpretation: Telling Your Byway Story

3:35 P.M. Session 7: Wayshowing & Wayfinding

4:35 P.M. Day 1 Closing Remarks

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Paris Landing State Park, Buchanan, TN

Wednesday, November 15, 2023

BLT Day 2:

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| 7:30 A.M. | Breakfast |
| 8:30 A.M. | Session 8: Conservation & Viewshed Protection |
| 9:30 A.M. | Session 9: Byway Challenges & Opportunities |
| 10:30 A.M. | Break |
| 10:50 A.M. | Session 10: Partnerships for Sustainability |
| 12:00 P.M. | Lunch |
| 1:00 P.M. | Session 11: Financing your Byway Organization and its Projects |
| 2:00 P.M. | Session 12: NSBF Membership
Membership & Members Showcase Program
Byway Organization Awards
IPW – Marketing to an International Audience
Website Resources (TravelByways.com and Library) |
| 3:00 P.M. | Graduation Celebration |
| 3:20 P.M. | Day 2 Closing Thoughts & Dismissal |