

# Culture Heritage Summit in Genoa

The Carson Valley Arts Council & Nevada Arts Council's Circuit Rider Program will present the Cultural Heritage Summit 2 at Genoa Lakes Golf Club Supper Club on June 23 from 8:30am-2pm.

The registration fee is \$30 preregistration, \$40 at the door and covers workshop resources and lunch.

Circuit Rider and nationally known facilitator, Kendall Hardin, will facilitate the event.

Carson Valley's ongoing summit explores ways to capture "cultural caravans" for those who know you can't live life through a flat-screen television.

Leaders of arts, cultural, historical, natural history and environmental organizations; community leaders with chambers of commerce and redevelopment agencies; government officials; leaders in the hospitality/tourism industry; artists and engaged citizen are likely to benefit from the summit.

This intensive and entertaining community workshop will cover such topics as: How audience and consumer behavior has radically shifted; Who the experience seekers are and what they want; 10 tips for enticing experience seekers; How to turn your cultural and tourism products into experience; How to maximize your location; How to create successful "bundles" and "hooks" for your community; How to turn your competitors into allies; The critical importance of the "wow factor" and "remarkable" experiences; What are Carson Valley's best hooks and bundles; How to create experiential marketing and bring your brand to life; and best practices and models for bundling from other hot spots.

For registration information, visit [www.cvartscouncil.com](http://www.cvartscouncil.com) or

call (775) 781.0150, (775) 782.8207.