



GARDEN CLUB
O F V I R G I N I A

HISTORIC GARDEN WEEK

Agenda for 2019 HGW Marketing Meeting
Thursday, November 8 – Bolling Haxall House

9:15 am – Continental breakfast and Register

- pick up name tags and green bags (1 per tour) from table in foyer

10 am – Welcome and introduction of special guests – Stephanie Broadwater

10:10 am – HGW Marketing plan – Karen Ellsworth

- Divide and conquer – GCV office v. local efforts to secure publicity
- What's in the media kit?
- Go thru materials in the green bag
- What's available on the press room on the HGW website
- Template for regional brochure – how to use it

10:40 am – How to work with local tourism / convention & visitors' bureau - Stephanie

10:50 am – Break

11:05 am – HGW Statewide Social Media – Amy Walker and Terri Lowman

- What are we doing on the state level and how local tours can leverage the work
- Share the schedule for March tour shout outs
- Online ticketing and state promotions – Black Friday, Flower magazine

11:25 am – Social media Best Practice – Jonah Holland, Lewis Ginter Botanical Garden

11:40 am – Successful Local media Pitch – Jessica Haddad

11:55 am – Panel Discussion with all speakers – Q & A

12:15 pm – Conclusion - Stephanie