

The Virginia Recreation and Park Society  
54<sup>th</sup> 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  
Lorne Field  
Education Director  
James River Park  
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.

