

2018 Synergy Summit for Cultural & Heritage Tourism Messaging Toolkit



EVENT WEBSITE: www.culturalheritagesummit.com

REGISTRATION LINK: <https://tinyurl.com/chatsummit2018>

SUMMIT PRODUCER: Cultural Heritage Alliance for Tourism, Inc. (CHAT)

DATES: **May 16 -18, 2018**

LOCATIONS: **Host Hotel:** Renaissance Plantation Hotel, Plantation, FL

Pre-Summit Symposium: Wednesday, May 16, 2018, 12-4pm,
Mount Hermon AME Church 401 NW 7th Terrace, Fort Lauderdale, FL 33311

Cultural & Heritage Familiarization Tours: Wednesday, May 16, 2018,
4-8pm, Buses depart from Mount Hermon AME Church
City of Oakland Park Culinary Tour & Tasting (dinner included)
City of Miramar Community + Cultural Arts Tour (dinner included)

Welcome Reception: Thursday, May 17, 2018, 5-8pm, C&I Studios, FAT
Village, 541 NW 1st Ave., Fort Lauderdale, FL

Cultural Marketplace, 6-8pm, FAT Village

SUMMIT HASHTAGS: #chatsummit #chatsummit2018

SOCIAL PROFILES: @chatsummit2018 (Instagram, Twitter, Facebook)

PARTNER PROFILES: @visitlauderdale #hellosunny @browardarts @visitflorida

SUMMIT DESCRIPTION:

The Cultural Heritage Alliance for Tourism, Inc. (CHAT) in partnership with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) and Broward Cultural Division presents the 1st Annual Synergy Summit for Cultural and Heritage Tourism (Cultural & Heritage Tourism Summit) scheduled for May 16-18, 2018. The Cultural & Heritage Tourism Summit will be held in several locations throughout Broward County. The Renaissance Plantation Hotel will serve as the host hotel.

Registration fees: One-day registration (May 17) \$99; General registration: \$199

The two-day Cultural & Heritage Tourism Summit is the place where tourism, travel & hospitality professionals, small businesses & entrepreneurs, and local artists will gather to communicate and explore synergy for collaboration as well as form strategic partnerships that strengthen and protect Florida's tourism ecosystem. The Summit will showcase cultural and heritage tourism assets expanding the tourism footprint and economic impact in heritage neighborhoods and multicultural communities.

The Cultural & Heritage Tourism Summit is all about making connections that extend beyond the causeway, city and county lines. The Summit's goal is to connect tourism-related small businesses, attractions, tour operators, artists and tour guides with Convention & Visitors Bureaus (CVBs), hotel concierges, destination management companies (DMCs), travel agents, online travel agents and meeting & event planners through one-on-one matchmaking meetings and the Summit Expo showcasing their attractions, products and services. In addition, the Summit will provide professional development to help tourism professionals become more knowledgeable about little known cultural & heritage assets and the history of the South Florida communities they promote and refer visitor as tourism & travel ambassadors for our destination.

SAMPLE TWEETS & SOCIAL POSTS: (Less than 240 characters + spaces)

Cultural & Heritage Tourism Summit May 16-18, 2018 in Fort Lauderdale is coming! Join us @chatsummit2018. Register at tinyurl.com/chatsummit2018 #chatsummit2018 #cultural #heritage #travel #hospitality #hellosunny @visitlauderdale @browardarts @visitflorida

Learn about fastest growing segment of the #travel industry @chatsummit2018! Register at tinyurl.com/chatsummit2018 today! #chatsummit2018 #hellosunny @visitlauderdale @browardarts @visitflorida

Celebrate #tourism power players & #smallbusinesses @chatsummit2018 May 16-18 in Fort Lauderdale! Luncheon keynote by Kenneth Lawson, head of @visitflorida Register at tinyurl.com/chatsummit2018. #chatsummit2018 #travel #hellosunny @visitlauderdale @browardarts

Historians discuss the Heart of Heritage Neighborhoods at Pre-Summit Symposium May 16. #Cultural and #Heritage #Tourism. Learn #history in your own backyard @chatsummit2018. Register tinyurl.com/chatsummit2018. #chatsummit2018 #hellosunny@visitlauderdale @browardarts @visitflorida

Creating broader inclusion and engagement in #Cultural #Heritage #Tourism May 16-18 in Fort Lauderdale @chatsummit2018. Tap into multi-billion dollar #travel and tourism industry. Learn at more www.culturalheritagesummit.com. #chatsummit2018 #hellosunny @visitlauderdale @browardarts @visitflorida

Meet #tourism pros who can drive #tourists and dollars to your #business @chatsummit2018 May 16-18 in Fort Lauderdale. #chatsummit2018 #cultural #heritage #tourism #travel #hellosunny Register at tinyurl.com/chatsummit2018

Local #artists will be showcased at #cultural #arts marketplace pop-up exhibits @chatsummit2018 at May 16-18 in Fort Lauderdale. Learn more www.culturalheritagesummit.com. #chatsummit2018 #hellosunny #travel @visitlauderdale @browardarts @visitflorida

Connect with #travelagents #meetingplanners #concierges #destinationmanagement #touroperators & other #tourism professionals May 14-16 @chatsummit2018 #chatsummit2018 #hellosunny tinyurl.com/chatsummit2018 @visitlauderdale @browardarts @visitflorida

SUMMIT ELEVATOR PITCH

:30 Elevator Pitch: Taking place May 16-18 in Fort Lauderdale, the Synergy Summit for Cultural & Heritage Tourism is the first of its kind program in Florida created to broaden inclusion, opportunity & engagement for small businesses, local attractions, tour operators & tour guides in Florida's tourism ecosystem. The two-day Summit will bring tourism professionals together to explore synergy for collaboration across city, causeway and county lines.

:60 Elevator Pitch: Taking place May 16-18 in Fort Lauderdale, the Synergy Summit for Cultural & Heritage Tourism is the first of its kind program in Florida created to broaden inclusion, opportunity & engagement for small businesses, local attractions, tour operators & tour guides in Florida's tourism ecosystem. The two-day Summit will bring tourism professionals together to explore synergy for collaboration across city, causeway and county lines. The Summit's goal is to connect cultural & heritage assets with Convention & Visitors Bureaus (CVBs), hotel concierges, destination management companies (DMCs), travel agents and meeting & event planners through one-on-one matchmaking meetings and networking events. In addition, the Summit will provide professional development to help tourism professionals become more knowledgeable about cultural & heritage assets and heritage neighborhoods in our destination.

TOURISM PROFESSIONALS HASHTAGS

#touroperator #tourguide #meetingplanner #destinationmanagement #hotelconcierges
#concierges #travelagent #attraction #smallbusiness #entrepreneur #conventionvisitorsbureau
#CVB #historian #artist #OTA #onlinetravelagent #multicultural

TOURISM & TRAVEL HASHTAGS

#tourism #travel #hospitality #hotel #transportation #restaurant #museum #art #cruise #airline
#cultural #heritage #tours #history #heritage #culture #florida #southflorida #miami
#fortlauderdale #westpalmbeach #miamidade #broward #palmbeach #monroefl #keywest
#floridakeys #chatsouthflorida #chatmiami #chatbroward #chatpalmbeach #hellosunny
#visitflorida #miamiandbeaches #discoverpalmbeaches #multicultural #vacation

SUMMIT PRESS CREDENTIALS

Select media, bloggers and influencers will be extended a complimentary full Summit registration for full Summit access provided they commit to provide active pre-, onsite and post Summit coverage. They will have access to all Summit speakers for interviews, access to Summit kick-off press conference on Wednesday, May 16th, and invitation to participate in a Cultural & Heritage Familiarization Tour on Wednesday, May 17th.

REQUIREMENTS: Full participation and coverage of all Summit activities is required. All online promotions must include Summit's social media handles and tags to verify coverage. All offline promotions in print should be emailed to alex@culturalheritagesummit.com.

To request press credentials, please email your name, company, title, website or blog to Alexandra Hern at alex@culturalheritagesummit.com no later than Monday, April 30, 2018.



SCHEDULE OF ACTIVITIES

PRE-SUMMIT ACTIVITIES

MAY 16, 2018

12:00 – 12:45pm Tourism Summit Kick-Off: Press Conference & VIP Reception

1:00- 3:30pm

Pre-Summit Symposium

The Heart of Heritage: A Rich Conversation led by Local Historians on the historical & monetary value of heritage neighborhoods and historic sites' impact on tourism followed by Authors' Book signing

4:00 – 7:00pm

A Taste of Culture: Cultural Heritage FAM Tours & Dinner



SUMMIT DAY ONE | MAY 17, 2018

7:00 – 8:30am Registration | Networking Breakfast

9:00 – 9:30am Opening Session Parade of Cultures

9:45 – 10:00am State of Cultural & Heritage Tourism Address

10:15 – 10:45am Opening Session Keynote Address

11:00am – 12:00pm Synergy Sessions

12:15 – 1:45pm "Best of the Best" Tourism Power Players Awards Luncheon

2:00 – 3:00pm Synergy Sessions

3:00 – 4:00pm Matchmaking Meetings

4:00 – 4:30pm Board Buses to Welcome Reception

5:00 - 8:00pm A World of Cultures Welcome Reception & Cultural Marketplace



SUMMIT DAY TWO | MAY 18, 2018

8:00– 10:00am Summit Networking Brunch

10:00 – 10:30am General Session Rally

10:30 – 12:30pm Let's CHAT Talk Show: Building Vibrant Cultural and Heritage Tourism Districts: Community Models Featuring National Tourism Professionals from Harlem, Philadelphia & St. Augustine

8:00am – 1:00pm Summit Exhibitors

12:00 – 1:30pm Matchmaking Meetings

2:00pm Summit Closing

