

# NATIONAL SCENIC BYWAY FOUNDATION HOSTED EVENT

Wednesday  
October 19, 2016

## WEBINAR ANNOUNCEMENT

### *Attracting Visitors: Building Byway Itineraries*

Date of Event:  
Wednesday  
October 19, 2016

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Time of Webinar:  
**1 PM EDST**

(Time zone will be confirmed at registration)



[What is IPW & who attends?](#)

#### NATIONAL SCENIC BYWAY FOUNDATION

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Director  
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### *Attracting Visitors: Building Byway Itineraries*

presented by

**Talia Salem, Manager, Web & Content, Brand USA**  
**Stacy A. Brown, President, Shreveport-Bossier Convention & Tourist Bureau, and Director, NSBF Board**

The towns and attractions along a scenic byway or heritage highway are the building blocks for wonderful experiences, but how can you make sure that visitors know all of their options?

We'll show you how to create compelling byway itineraries, ensure that visitors can find them, and help you see how your itineraries fit into international marketing opportunities like the annual IPW conference and the "Come Closer to America" marketing website.

**About the Presenters:** **Talia Salem** works with the consumer marketing team to manage Brand USA's 15-market websites, visual assets, & content strategy. **Stacy A. Brown** has been President of the Shreveport-Bossier Convention and Tourism Bureau since Sept. 2000. She has more than 25 years of experience in the travel & tourism industry.



Talia Salem



Stacy Brown

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