

NORTHLAND HISTORICAL CONSORTIUM

Fall 2011 Meeting, Saturday, October 8, 2011

The Historic "Encore on Central" Ballroom

748 Central Avenue, Florence, Wisconsin 54121

(Central Avenue is US 2/141 running right through downtown Florence)

Hosted by Florence County Historical Society

PROGRAM

<u>Eastern Time</u>		<u>Central Time</u>	<u>Activity</u>
9:00 – 9:30	/	8:00 – 8:30	Registration and Morning Refreshments
9:30 – 9:45	/	8:30 – 8:45	Welcome
9:45 – 10:45	/	8:45 – 9:45	<u>Promotion and Marketing for Small Historical Societies</u> <i>Michigan Tech archivist and Northland Consortium secretary/treasurer Erik Nordberg will review the basics of promotion and marketing in the Northwoods. Learn how to develop simple promotional tools like informational cards, flyers, and posters. This mini-workshop will provide concrete examples of effective media releases, where to send them, and how to get print, radio, and television media to promote your events. Includes handouts and other takeaways.</i>
10:45 – 11:00	/	9:45 – 10:00	Break
11:00 – Noon	/	10:00 – 11:00	<u>Stories From the Trenches: Promoting Local Heritage Organizations</u> <i>What has worked – and not worked – for heritage organizations in the Western Upper Peninsula and Northern Wisconsin? A panel of representatives from regional historical societies will share the secrets of their success in promoting their events and marketing their programs. Attendees are encouraged to bring questions for the panel, as well as their own examples of successful promotional tools. Join in the discussion of best practices, while also sharing stories of what didn't work for your organization.</i>
Noon – 1:00	/	11:00 – Noon	Lunch (included in \$15 registration fee)
1:00 – 2:30	/	Noon – 1:30	<u>Business Meeting of the Northland Historical Consortium</u> <i>Brief reports from the Consortium member organizations on recent activities, problems, successes and future plans.</i>
2:30 – 4:00	/	1:30 – 3:00	<u>Tour of the Florence County Historical Society Museum</u> <i>Attendees will have the opportunity to explore the spaces and places of the Florence County Historical Society, as well as the 1904 Maxsells building and the 1890 Judge House which have been beautifully restored by the local Chamfered Centre preservation group.</i>

Questions? Contact Debbie DeMuri 715-528-3597
or via e-mail at dkd@borderlandnet.net