



CONFERENCE-AT-A-GLANCE

Bristol, Virginia



Tuesday, July 28  **7:30-8:30 a.m. Breakfast and Registration**

- 8 a.m.-Noon Organization 101 Intensive | Norma des Meiss Ramirez, National Main Street Center
- Noon-2 p.m.  Lunch and Shopping on the Town
- 2 p.m.-5p.m. Opening Plenary | Activating Your Downtown, Roger Brooks, Roger Brooks International
- 6 p.m.-8 p.m.  Opening Reception | Back to the Future 1980s: 35th Anniversary Birthday Party

Wednesday, July 29  **7:30-8:30 a.m. Breakfast and Registration**

Workshops: Organization and Promotion


- 8:30 a.m.-11 a.m.


Strategic Doing <i>Staunton Creative Community Fund</i>	Communications and Social Media <i>Letterpress Communications</i>	Sustainability Challenge <i>Virginia Community Development Corporation</i>
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- 11 a.m.-1p.m.  Lunch and Shopping on the Town
- 1-3:30 p.m.

Strategic Doing <i>Staunton Creative Community Fund</i>	Communications and Social Media <i>Letterpress Communications</i>	Sustainability Challenge <i>Virginia Community Development Corporation</i>
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- 4-5 p.m.  Main Street Idea Pitch

Mobile Workshops

- 5-6:30 p.m.

Theatres	Housing	Public Art/Place-Making
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- 7-9 p.m.  Dinner and Merit Awards
Keynote Speaker | Patrice Frey, President and CEO of National Main Street Center

Thursday, July 30  **7:30 a.m.-9 a.m. Breakfast and Registration**

- 8:30 a.m.-12:30 p.m. Fund Development and Fundraising Intensive | Mary Helmer, Alabama Main Street
- 1-2 p.m. Closing

***Schedule, sessions and speakers subject to change.*