

# PARTNERS OUTDOORS 2015

## Be a virtual participant via livestream!

June 2-4, 2015

Partners Outdoors was first held in 1992 and has led to important actions benefiting the access to the Great Outdoors. Participation is by invitation of the program sponsors, including federal agencies, ARC and the National Association of State Park Directors.

Click [HERE](http://www.doi.gov/live) to watch Partners Outdoors via Livestream! ([www.doi.gov/live](http://www.doi.gov/live))



### Day 1: Digital Strategies for the Great Outdoors (9am-12pm; 1:30-3:30pm EDT)

- How can federal agencies strengthen the open data they provide so private enterprise can develop "an app for that"?
- How can we apply contemporary Social Media to engage customers?
- How can we use technology to engage youth and build the next generation of public land enthusiasts and stewards?
- **Featuring: USFS Associate Chief Mary Wagner; Former Wyoming Gov. Jim Geringer; White House CIO Tony Scott and more!**

### Day 2: Outreach and Promotion, 21st Century Style (8am-12pm; 1:15-3pm EDT)

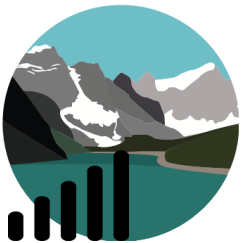
*How do we effectively communicate and market to diverse groups currently underrepresented among visitors to public lands?*



- 21st Century Style Communications Strategies
- Tapping the Unique Power of Story and Narrative
- Our Latino Audience
- **Featuring: Newseum SVP Scott Williams; Adfero VP Meghan Moran, USA Today VP Travis Seward; Terrence McNally, The Goodman Center; Latino Outdoors Founder Jose Gonzales; RBFF President & CEO Frank Peterson and more!**

### Day 3: Youth and the Outdoors (8:30am-12pm EDT)

*How do we build connections between young people and their great outdoors?*



- Outreach to Youth - Why It's Important Today and Tomorrow
- Drawing Inspiration from the Sea
- Stories from the Field
- Agents of Nature
- **Featuring: Missouri Gov. Jay Nixon; Missouri State Parks Dir. Bill Bryan; Sherman's Lagoon Creator Jim Toomey; Gila River Restoration; Civilian Conservation Corps of West Virginia; Ocean for Life and more!**



AMERICA'S  
STATE  
PARKS

For more information, visit [funoutdoors.com/taxonomy/view/or/137](http://funoutdoors.com/taxonomy/view/or/137)

May 26, 2015