

**Ewart F. Brown**  
*Deputy Premier, Minister  
of Tourism and Transport*

On behalf of the Bermuda Department of Tourism and the African Diaspora Heritage Trail, an official “UNESCO Slave Route Project”, we are pleased to invite you to attend the 2006 African Diaspora Heritage Trail Conference. The conference will take place September 27 to October 1, 2006 at the Bermuda Hamilton Princess.

The goal of the 2006 conference is to provide a continuing forum for sharing philosophies, policies, and resources, strategic models, and cultural expression that will enhance heritage tourism development and stimulate the perpetuation of African Diaspora Heritage Trail destinations, programs and products - all crafted from the perspective of people of the African Diaspora working to conserve the vast achievements of our cultures.

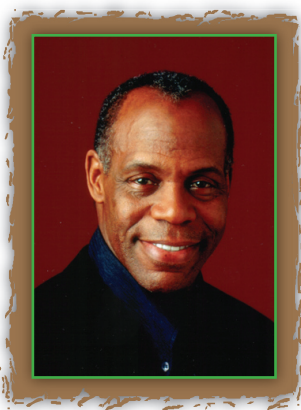
This conference is critical for countries and communities seeking to advance heritage tourism products and programs in a rapidly and dramatically changing global economy. We hope that you and key members of your staff will be able to attend and participate by taking advantage of the various forums designed to provide maximum visibility, to market, promote your heritage tourism program and to learn.

Sincerely

Dr. The Honorable Ewart F. Brown, J.P., M.P.

Deputy Premier, Minister of Tourism and Transport

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**Danny Glover**  
*Conference Chairman*

“The African Diaspora Heritage Trail plays an extraordinary role in the world. Looking at the Diaspora, especially issues around social integration, it is important to understand the role we play and to clarify the role we can play in the global sense. In terms of integration, we have integration of ideas, integration of the movement of people, and the integration that results when cultures merge. The trails are both tangible and intangible and require thoughtful preservation. Disciplines range from museums to cuisine, ecology to music, history to architecture, conflict resolution to community development.

The ADHT is a way of informing people and inviting them to do something more than just visiting. It is also a way of adding to the quality of life of the host community. Travel allows us to embrace this sense of who we are and what our relationship is to our past.

I welcome you to this extraordinary Conference in which you will be able to discourse with the sharpest minds in the business.”



# THE AFRICAN DIASPORA HERITAGE TRAIL

C O N F E R E N C E

September 27th–October 1st, 2006



## LINKING OUR FUTURES:

*From Philosophy to Practice  
in Heritage Destination  
Development*

CONFERENCE HEADQUARTERS  
Fairmont Hamilton Princess Bermuda

For more details about the  
conference, please visit  
[www.adht.net](http://www.adht.net)



BERMUDA  
*feel the love*



## THE AFRICAN DIASPORA HERITAGE TRAIL

The conference objective is to stimulate the development and perpetuation of African Diaspora Heritage Trail destinations, programs and products — all crafted from the perspective of people of the African Diaspora working to conserve the vast achievements of their culture.

THE ADHT Conference facilitates long-term relationships between Bermuda and the Caribbean, African nations, North America and South America. It represents an opportunity for countries of the Diaspora, venues within the Diaspora and the best minds to gather annually to discuss heritage and cultural issues pertinent to tourism, education, economic development and improvement of the quality of life of Diaspora communities.



### WHAT IS ADHT?

The African Diaspora Heritage Trail (ADHT) is a multi-disciplinary, cross-border cultural heritage initiative to provide a continuing forum for the sharing of the vision, models, policy and resources that govern the development of programs that tell the story of the Diasporan people. The African Diaspora Heritage Trail is a non-profit, tax-exempt organization formed as an educational, training and technical assistance organization dedicated to assisting in the creation, development and stabilization of heritage tourism destinations and institutions.

### WHO SHOULD ATTEND THE CONFERENCE

- ♦ Government tourism, education and cultural officials from Africa, the Caribbean and the Americas
- ♦ Hospitality-industry professionals including Convention and Visitors Bureau staff, members of meeting planners associations, cruise ship associations, and all travel agents
- ♦ Community leaders and activists involved with developing institutions that document and commemorate the struggles of people of the African Diaspora
- ♦ African, African-American, Afro-Caribbean and Ethnic Studies faculty and students at colleges and universities
- ♦ Museum staff, board members and supporters
- ♦ Architects, landscape architects and site development professionals
- ♦ Philanthropic and corporate representatives

### CONFERENCE HIGHLIGHTS

- ♦ African Diaspora Trade Expo featuring exhibits of various countries, venues, museums and private entities — an international marketing and networking forum and opportunity to showcase what you are doing in cultural heritage tourism
- ♦ Exciting speakers and presentations on cutting-edge topics relevant to Heritage Trail development
- ♦ Gala “Taste of the Diaspora” featuring cuisine of the African Diaspora prepared by international chefs
- ♦ Unveiling of historic African Diaspora landmark in Bermuda — the Sally Bassett statue
- ♦ Two nights of live performances by African Diaspora performing artists
- ♦ Cultural tours of Bermuda’s African Diaspora Heritage Trail
- ♦ The deputy premier’s seaside cocktail reception
- ♦ The African Diaspora Pro Golf Tournament

### ADHT PARTNERS

**Bermuda Department of Tourism**

**The UNESCO Slave Route Project**

**World Tourism Organization**

**The Africa Travel Association**

**The Caribbean Tourism Organization**

**The International Institute of Peace through Tourism**

**Travel Professionals of Color**

## LINKING OUR FUTURES:

*From Philosophy to Practice in Heritage Destination Development*

### PRESENTERS AND PANELISTS

We look forward to your joining us in Bermuda and contributing to the 2006 Annual African Diaspora Heritage Trail Conference. Come hear and share with invited presenters and panelists from across the Diaspora, including:

Our Conference Co-Chairs, Danny Glover and Bermudian Dr. Radell Tankard

Dr. Wole Soyinka, the Nobel Prize Laureate; and author Vertamae Grosvenor, Diaspora Culinary Anthropologist & Correspondent on National Public Radio's Cultural Desk

The Honorable Jake Obetsebi-Lampitey, Ghanaian Minister of Tourism and President of the Africa Travel Association

Dr. Howard Dodson, President of the Schomburg Center of African American and Diaspora Culture in New York

Dr. Lonnie Bunch, Founding Director of the Smithsonian Institution African American Museum and Center for African American Culture

The Honorable Andrew Young, former U.S. Ambassador to the U.N.

Dr. Richard A. Long, Atticus Haygood Professor Emeritus, Emory University

Dr. Leslie Doggett, Former President & CEO Baltimore CVB and Former Deputy Under Secretary of Commerce for the U.S. Travel & Tourism Administration

A.B. Spellman, Retired Deputy Chair, National Endowment for the Arts, Cultural Author/Critic

J. Max Bond, Jr., Leading American Architect and Educator

Ms. Katerina Stenou, Director of the Division of Cultural Policies and Intercultural Dialogue, UNESCO

### CROSS-DISCIPLINE, THOUGHT-PROVOKING, CUTTING-EDGE ISSUES

#### LEARNING OBJECTIVE #1:

The Branding Of ADHT: Setting Policy And Standards For Heritage Tourism

"Defining ADHT Program Standards to Accurately Reflect the Memories, Values and Perspective of Africans and People of the Diaspora"

"Linking African Diaspora Heritage Trail Philosophy of Sustainable Programs to National Economic Development Policy"

"Telling our Collective Stories: The Necessity for Community Engagement and Ownership in the Development of Heritage Tourism Historic Sites and Programs"

"Enriching the Heritage Experience: The Role of Artistic and Cultural Expression in African Diaspora Heritage Programs and Destinations"

"Raising the Bar: The Role of Heritage Tourism as a Catalyst for Sustainable Economic Growth in Underdeveloped Areas"

#### LEARNING OBJECTIVE #2:

Program Development For African Diaspora Heritage Trail Sites

"The Struggle for Self-Determination: Heritage Themes and Programs Focusing on Independence, Resistance and Liberation Movements"

"Speak the Truth: Program Development Focusing on Sensitive and Painful Periods of African Diaspora History or Heritage Programs and Foregrounding Slavery"

"Praise Preservation: Developing Heritage Programs for The African Religious Diaspora — Restoration, Documentation and Enrichment"

"Tasting and Talking the Diaspora: The Culinary Approach to African Diaspora Heritage Learning and Appreciation"

#### LEARNING OBJECTIVE #3:

Resource Development For Heritage Tourism

"Forming Effective Business Partnerships for Heritage Tourism Development: The Role of Government and the Private Sector"

"Identifying International Financing for the African Diaspora Heritage Trail Site Development"

"Stimulating the Local Economy at Heritage Site Locations: Creation Revenue-generating Activity at Heritage Tourism Sites"

"Guidelines for Assessing the Potential for Private Sector Involvement in Heritage Tourism Sites"

#### LEARNING OBJECTIVE #4:

Physical Development Of Heritage Tourism Destinations

"Understanding the Costs of Historic Restoration: An Analysis of the Budget Requirements for Project Renovation and Operation"

"Readying Up Heritage Sites for Visitors: Requirements for Landscaping, Visitor Amenities and Maintenance"

"Tools and Resources for Assessing the Historical and Architectural Merit of Potential Heritage Sites"

"Identifying Non-Profit Technical Assistance for Heritage Tourism Site Development Worldwide"

#### LEARNING OBJECTIVE #5:

Marketing And Promoting Heritage Tourism

"Framing the Power of Travel: Assessing the Market for Cultural & Heritage Tourism Consumer Research and Insights"

"Marketing and Promoting African Diaspora Heritage Sites Through Print, the Internet and Electronic Media"

"Telling and Selling Your Unique Cultural Heritage Story: A Marketing Approach"

"Successful Packaging for Touring Cultural and Heritage Sites"



## CONFERENCE SCHEDULE

### Wednesday, September 27<sup>th</sup>, 2006

12:00pm–5:00pm	Arrival & Check-In Conference Registration
1:00pm–5:00pm	Pre-Conference Tours
1:00pm–5:00pm	Pre-Conference Consultations, Caucus and Special Interest Meetings
6:00pm–until ?	Dine-Around Featuring Bermuda's Finest Restaurants



### Thursday, September 28<sup>th</sup>, 2006

7:30am–9:30am	Continental Breakfast
8:00am–5:00pm	Conference Registration
9:00am–10:00am	Opening Plenary and Keynote Address
10:15am–12:00pm	Concurrent Burning Issues Forums
12:00pm–2:00pm	ADHT Expo Grand Opening Luncheon
2:00pm–3:45pm	Concurrent Special Interest Sessions
4:00pm–6:00pm	ADHT Trail Expo
6:00pm–7:30pm	Court Street Festival & Opening Night Performance



### Friday, September 29<sup>th</sup>, 2006

8:00am–5:00pm	Conference Registration
8:00am–10:00am	ADHT Trail Expo and Continental Breakfast
10:00am–11:45am	Concurrent Working Groups
12:00pm–2:00pm	Trail Expo
Lunch on your own	
2:00pm–4:00pm	Roundtables: Presentations on Heritage Trail Models
Dinner on your own	
7:30pm	African Diaspora Performers Showcase



### Saturday, September 30<sup>th</sup>, 2006

8:00am–5:00pm	Conference Registration
8:00am–9:45am	ADHT Trail Expo and Continental Breakfast
8:15am–10:45am	Roundtable Discussions
11:00am–12:00pm	Featured Speaker
11:00am–12:00pm	Panel Discussions
Lunch on your own	
12:00pm–2:00pm	Trail Expo
2:00pm–3:30pm	Closing Conference Assembly
5:00pm–7:30pm	“Taste of the Diaspora” featuring celebrated chefs from the African Diaspora
8:00pm	Grand Finale Heritage Performance

### Sunday, October 1<sup>st</sup>, 2006

8:00am–9:30am	Farewell Breakfast
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All daytime activities take place at the Fairmont Hamilton Princess Hotel.  
Ground transportation provided for all events.

# CONFERENCE REGISTRATION FORM

## Step One:

### REGISTER FOR CONFERENCE

Please choose ONE of the following options to register for the conference:

(A) Online: Register on our website at [www.adht.net](http://www.adht.net)

(B) Mail/Fax: You may mail or fax your completed form.

**Our fax number is: +1 301 650 5717**

**Our mailing address is:**

ADHT Conference, c/o Henderson Associates, Inc.  
7961 Eastern Avenue, Silver Spring, MD 20910.

(C) On-site: You may also register on-site at the conference.

**The following registration fees are available for conference delegates:**

**Early Bird Registration** — \$500 per person (through July 15th, 2006)

**Regular Registration** — \$600 per person (July 16th – August 25th, 2006)

**Late Registration** — \$700 per person (after August 25th, 2006)

**On-site Registration** — \$800 per person (conference)

**Spouse/Partner/Guest Registration** — \$375 (limited to one per registered guest and includes admission to all food functions and concerts)

**Bermuda Resident Registration** — \$375 per person

**One-day Registration** — \$100 per day (includes only conference sessions; admission to other events will be sold by ticket only)  
Tickets may be purchased separately for hospitality events and performances. Go to the ADHT website to get more information and purchase tickets by credit card only.

The registration package includes admission to all conference sessions, all official food functions, hospitality, performances and ground transportation to events.

ALL FEES MUST BE PAID IN FULL to receive a confirmation of your conference registration.

## Step Two:

### REGISTER FOR HOTEL ACCOMMODATIONS

Our headquarters hotel is the historic Fairmont Hamilton Princess, the centerpiece of Bermuda's social and business life. This charming, historic hotel overlooks picturesque Hamilton Harbor and is located just steps from the heart of Hamilton, Bermuda's capital.

The ADHT has arranged for special discounted room rates exclusively for conference delegates at the official conference hotel. When making your reservation, please identify yourself as an African Diaspora Heritage Trail Conference Delegate.

Hotel reservations must be received by the Fairmont Hamilton Princess on or before August 1st, 2006, in order to receive the conference rates. Hotel reservations made after this date are not guaranteed at the conference rates.

<b>Fairmont Standard:</b>	<b>Single/Double</b>	<b>\$199</b>
<b>Fairmont Gold:</b>	<b>Single/Double</b>	<b>\$259</b>

**To make your hotel reservation please call +1 800 441 1414 or fax your reservation to: +1 441 295 2616, attention "Reservations."**

**When calling, mention the Group Code for the ADHT Conference Discount Rates: AFRICD.**

**Reserve your room online at:**  
**[www.fairmont.com/hamilton/grafr1](http://www.fairmont.com/hamilton/grafr1)**

## Step Three:

### CONFIRM YOUR AIR TRAVEL

**Contact Alken Tours for airline reservations.**

We have arranged for discounted air travel packages through our preferred partner, Alken Tours. To book your airline reservation, email: [sharifa@alkentours.com](mailto:sharifa@alkentours.com) or call +1 718 856 9100. Reference ADHT 2006.

**Call by July 15th to get the early bird fares.**

# CONFERENCE

## REGISTRATION FORM

To register, fill out this form or visit us online at [www.adht.net](http://www.adht.net)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company or Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Guest \_\_\_\_\_

(optional)

Arrival Day/Date \_\_\_\_\_ Arrival Time \_\_\_\_\_

Airline & Flight Number \_\_\_\_\_

Departure Day/Date \_\_\_\_\_ Departure Time \_\_\_\_\_

Airline & Flight Number \_\_\_\_\_

If you need special services, please explain: \_\_\_\_\_

### Step Four: SELECT OPTIONS

Registration Packages		
Early Bird Registration	\$ 500	
Regular Registration	\$ 600	
Late Registration	\$ 700	
Spouse/Guest	\$ 375	
One Day Registration	\$ 100	
Exhibitor Fees		
Expo Exhibitor Fee/Perimeter	\$ 800	
Expo Exhibitor Fee/Regular	\$ 700	
Golf Tournament		
A Golf Tournament will be held on Friday afternoon, September 29 <sup>th</sup> 2006. Please add the following fee if you are interested in playing in the Tournament.		
African Diaspora Pro Golf Tournament	\$ 200	
Purchase of Separate Events (for Local Registrants)		
Thursday: Breakfast, Luncheon & Reception	\$ 125	
Friday: Breakfast & Showcase	\$ 75	
Friday: Golf Tournament	\$ 225	
Saturday: Breakfast & Taste of the Diaspora	\$ 75	
Saturday: Grand Finale Heritage Performance	\$ 50	
Sunday: Farewell Breakfast	\$ 50	
<b>TOTAL</b>		

### Step Five: PAYMENT METHOD

Total to be Paid	
Method of Payment (Check one) <input type="checkbox"/> Check (payable to Henderson Associates, Inc.)  <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx <input type="checkbox"/> Discover	
Credit Card Number _____	
Expiration Date _____ / _____    3 digit V-Code _____	
Name as it appears on credit card _____	
Signature _____	

#### Mail your completed form with payment to:

Henderson Associates, Inc.  
7961 Eastern Avenue  
Silver Spring, MD 20910

#### Refund and Cancellation Policy

If you cancel before July 15<sup>th</sup>, 2006, you may receive a refund for your registration fee equal to the paid amount less a \$75 handling fee. Refunds will be paid during the month of October, 2006. No refunds will be issued for cancellations after July 15<sup>th</sup>, 2006.

#### ADHT CONFERENCE INFORMATION ONLINE

To get the most up-to-date information on the ADHT Conference and Tours, visit us online at [www.ADHT.net](http://www.ADHT.net).