

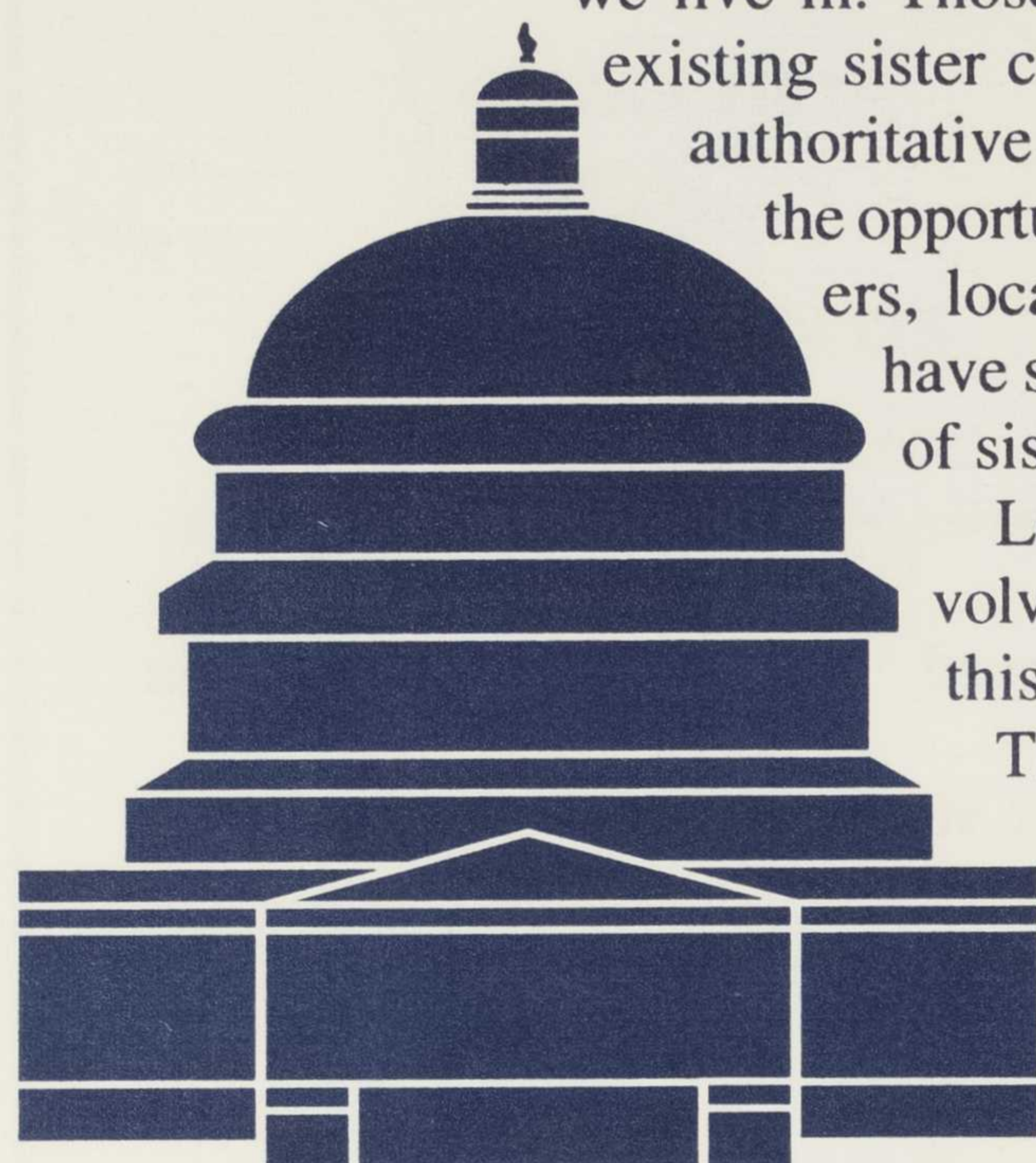
Who Should Attend

Mayors, council members, tourism officials, business, civic leaders and educators interested in improving their understanding of the world we live in. Those who wish to develop or expand

existing sister city programs should not miss this authoritative conference. Participants will have the opportunity to learn from community leaders, local authorities and volunteers who have successfully managed a wide range of sister city programs and activities

Leaders from the cities currently involved in sister cities programs will find this conference especially beneficial.

The conference will provide practical, comprehensive and individualized advice to leaders or elected officials currently exploring new sister city relationships in any country around the world.



The Sister Cities Program

The United States sister cities program, founded by President Dwight Eisenhower, currently links more than 1,000 American cities with approximately 1,600 cities in 114 countries. The goal of the program is simple: to link a city, or other jurisdiction, in the U.S. with a counterpart in another country for the purpose of exchanging ideas, people and culture on a long-term basis to foster international understanding and cooperation.

Currently, 70 cities in the 6-state region are linked with cities in 20 countries and are also linked with similar state jurisdictions in 10 countries.

Conference Focus

The rapid growth of a Global Economy puts the New England states in an enviable position. This timely conference is aimed directly at facilitating the expansion of existing sister city programs to position themselves to assess and take advantage of appropriate trade, tourism and exchange opportunities and to help interested communities in joining the sister cities program.

Participants will gain new insights into how to plan and design meaningful programs that include youth, education and cultural exchange. This meeting will help build the lasting relationships needed to move us forward into an exciting and interactive global community.

Take Home Value

You will be presented with a focused group of workshops geared to expand and solidify existing affiliations, to provide guidance in creating new relationships and to help participants select and develop appropriate exchange programs. Practical guidance and written materials will provide the tools you require for your successful programs.

New England Regional Conference Schedule

Saturday, November 5

9:00 a.m.	Check in
9:30 a.m.	Welcome to Massachusetts • "Sister Cities & The Global Economy"
10:00 a.m.	General Session • Overview of Sister Cities Organization • Sister City Projects & Programs
10:45 a.m.	Coffee Break
11:00 a.m.	Concurrent Workshops • Rejuvenating & Expanding Current Programs - Attracting leadership - Involving schools & community - PR & Marketing • Sister Cities - Opportunity & Process - Choosing an affiliate - Setting goals - Administration, incorporation & long range planning
12:00 noon	Lunch Speaker: Office of Special Events & Tourism, City of Boston Topic: Convention 1996
1:15 p.m.	General Session • International Trade & Tourism in New England
2:00 p.m.	Concurrent Workshops • Exploring the Alphabet of International Trade, Networking with other International Organizations • Protocol & the International Visitor
3:00 p.m.	Question & Answer Evaluating local support