AZA Conference Audience Engagement Sessions

Saturday, September 7

➢ 10:00 AM–5:00 PM Pre-Conference Workshop
Conservation Engagement & Advocacy Skills Boot Camp (Additional Fee)

Monday, September 9

➢ 4:00-5:30 PM Empowering our Youth: Giving Passion a Platform

Tuesday, September 10

➢ 10:00-11:30 AM Making Waves in Conservation: How Aquariums are Experimenting with Tools & Metrics to Increase our Conservation Impact

Wednesday, September 11

➢ 8:00-9:30 AM Becoming True Agents for Change: Mobilizing Our Audiences to Take Meaningful Action for Conservation

➢ 10:00-11:30 AM Making the Most of Special Conservation Days
CONSERVATION ENGAGEMENT & ADVOCACY SKILLS BOOT CAMP

Saturday, September 7th
10:00 am – 5:00 pm
Conservation Engagement & Advocacy Skills Boot Camp

- Highly interactive “Learn by Doing” Approach
- Breakout sessions will allow participants to work with peers to develop a mock campaign, a process-model they can take home and use at their zoo or aquarium.
- Enhanced awareness of how your work connects to fish, wildlife and conservation policy.
- Understand that your institution has the skills needed to engage and can do so with little or no reallocation of resources while adding value to their brand.
Goals & Take Aways

- Apply existing skillsets to frame issues affecting fish wildlife and wild places while advancing institutional mission and enhancing brand

- Communicate educational and action-focused messages to their audiences

- Understand federal lobbying laws applying to 501(c)3 organizations – especially the legal distinction between lobbying & education

- How sector-wide initiatives (e.g., SAFE campaign, Sustainable Seafood, etc.) can be amplified when engaging on any wildlife and conservation issue

- Increased confidence and comfort level for meetings with decision makers
Empowering our Youth: Giving Passion a Platform

AZA Session
Monday, September 9th
4:00-5:30pm
Panelists

Youth Advisory Council: Lessons Learned in Our First Year
- Shareen Knowlton - Roger Williams Park Zoo

Integrating Youth Voice into Organizational Leadership
- Dr. Chris Dold - SeaWorld Orlando

Maximizing Conservation Impact through Youth Leadership and Networking
- Baylee Ritter - The Ocean Project
Panelists

**Bringing Together Aquarium Youth from Across North America**
- Lauren Gibson - NOAA Office of Education

**Connecting Youth to Develop Conservation Leaders**
- Jamie Jackson - Audubon Zoo

**Advocacy Beyond the Aquarium: Amplifying the Youth Voice**
- Stephanie Joseph - New York Aquarium
MAKING WAVES IN CONSERVATION: HOW AQUARIUMS ARE EXPERIMENTING WITH TOOLS AND METRICS TO INCREASE OUR CONSERVATION IMPACTS

Tuesday, September 10th
10:00 – 11:20 am
Summary

- Aquariums are engaging more and more in activities to inspire action by their audiences on important conservation issues.
- Aquariums are also taking action ourselves, by supporting conservation policies and improving business practices.
- This session will highlight some of these activities and take a deep dive into how aquariums are developing new tools and measuring impact, on both an individual and collective basis.

*Moderated by Aimee David, Director of Ocean Conservation Policy Strategies, Monterey Bay Aquarium*
Panelist

Speakers

- **Three Years In: The Collective Impact of the Aquarium Conservation Partnership (ACP);** Kim McIntyre, Director, Aquarium Conservation Partnership

- **Strength in Numbers: The Collective Power of Aquariums Speaking as One;** Kelly Kryc, Director of Conservation Policy and Leadership, New England Aquarium

- **Ready, Set, (conservation) Action!;** Katie Cubina, Senior Vice President, Mission Programs, Mystic Aquarium

- **Empowering Teachers and Students to Advocate for the Ocean;** Noah Chesnin, Associate Director, New York Seascape, New York Aquarium

- **Clean Water Act: Linking Arms to Protect our Aquatic Habitat;** Andrea Densham, Senior Director, Conservation Policy and Advocacy, Shedd Aquarium
BECOMING TRUE AGENTS FOR CHANGE: MOBILIZING OUR AUDIENCES TO TAKE MEANINGFUL ACTION FOR CONSERVATION

Wednesday, September 11th
8:00 – 9:30 am
Overview

- Zoos and Aquariums have a strong history of motivating people to care for wildlife and wild places.
- In the past two decades we have begun considering the additional role of facilitating our visitors to take conservation action.
- Originally somewhat controversial, it is now generally accepted that the role of modern zoos/aquariums is as agents of change for conservation.
- Session offers unique opportunity to hear successes and challenges of in progress campaigns and to work collaboratively with colleagues and experts to further develop collective capacity.
- Designed for conservation, education and senior & executive leadership.
Learning Objectives

■ Understand how AZA institutions are working to drive conservation action in our audiences

■ Able to use the unique characteristics of zoos/aquariums and their audiences to inform strategies for moving people to take action

■ Understand how to integrate conservation action campaigns into zoo planning and programs

■ Understand how individual efforts at AZA institutions collectively contribute to creating a social movement for conservation
Speakers

■ **Moderators**
  - Robin Keith, Director of Vision, Innovation and Strategy, San Diego Zoo Global
  - Dr. Jackie Ogden – Retired VP of Disney Animal, Science and Environment, Walt Disney Parks and Resorts

■ **A Unifying Framework for Audience Engagement in Conservation Action;** Emily Routman, Principal, Emily Routman Associates

■ **Fishing for Support for Conservation Policies;** Douglas Meyer, Strategic Advisor to The Ocean Project

■ **Collaborative Conservation Action Campaign Planning;** Dr. Wei Ying Wong, VP for Learning and Innovation, Woodland Park Zoo

■ **Engaging People & Saving Wildlife: A Win-Win;** Ben Jones, Senior Director for Conservation, Dallas Zoo

■ **Integrating Action Campaigns into your Institution;** Renee Bumpus, Senior Director, Wildlife Conservation Programs, Houston Zoo
Preview of
Making the Most of Special Conservation Days

Rob Vernon
Senior VP, Communications & Marketing,
Association of Zoos & Aquariums

2019 ANNUAL CONFERENCE
New Orleans | September 7-11

ASSOCIATION OF ZOOS & AQUARIUMS
Session Overview

- Variety of special days, weeks, and months
- Some most recognize
- Others are more selective
- Many have same goal: Get people to care
- Session will highlight some of the “best of”
Speakers

- Kat Rumbley, Arizona Sonora Desert Museum
- Kelly Matis, Mystic Aquarium
- Katie McMahan, Ripley’s Aquarium of Canada
- Ed Mastro, Cabrillo Marine Aquarium
- Rob Vernon, AZA

Wednesday, September 11 – 10:00 AM – 11:30 AM
Thank you!

This Webinar is funded by the Gordon and Betty Moore Foundation

This webinar has been recorded. To rewatch it or share it with a friend or colleague, it is posted at www.theoceanproject.org.

A PDF version of the slides also will be available on our website.

If you have any follow up questions, need information or advice on possible engagement activities, please contact Tom Adams at tadams@theoceanproject.org