



COMMUNICATE 2018: the art of the possible

23-24 OCTOBER, BRISTOL ZOO GARDENS www.communicatenow.org.uk

As communicators in a complex, unpredictable world, there is an urgent need for pragmatic, proactive tools to seize on this time of unprecedented social and political change.

From plastics to climate change, habitat loss to nature connection, what can we each achieve directly to collectively engineer the right conditions and identify the catalysts of positive action? What can we learn from exploring the evolutionary history of the issues to help us navigate this complex ecology of change?

DAY ONE: Tuesday 23rd October 2018, 9AM – 7PM

Registrations open at 9:00AM at CLIFTON PAVILION, BRISTOL ZOO GARDENS

MORNING PLENARIES

NEWS OF THE DAY

9:30AM - 10:30AM, LECTURE HALL

Our conference starts with a context-setting discussion between a diverse panel of senior leaders and thinkers, reflecting on the week's news agenda and major influences on the environmental communication sector.

TOO BIG TO IGNORE

11:00AM - 12:30PM, GARDEN ROOM

In 2018, environmental narratives have been dominated by the tidal wave of public interest in plastic waste, with industry and policy scrambling to keep up. Looking *'Beyond Plastics'*, what are the turning points and tipping points that transform public interest into private sector change? What is the role of personalities and celebrities in galvanising public discourse and how can we use the tools of horizon scanning to see what's coming next?

OR

CONFIDENCE IN CONTROVERSY

11:00AM - 12:30PM, LECTURE HALL

In the environmental sphere we are often communicating about contentious issues. Crafted communications strategies and immaculate press releases help us hit the headlines, but do we have the skills and knowledge on the ground to respond appropriately when challenged? With inspiration from broader corporate crisis communications, this session uses the stories of Communicate 2018 delegates to facilitate sharing practical advice for dealing with negative media coverage, social media trolls and training staff.

AFTERNOON PLENARIES

ENGAGING ENVIRONMENTS: WORKING WITH RESEARCH

1:30PM - 2:30PM, GARDEN ROOM

As practitioners, we rely heavily on the latest research to inform conservation action and underline environmental messages. Whilst some researchers are already actively involved in engaging with the public, many are not. Are there ways that we can work with, learn from, and inspire our research colleagues, building strong programmes to connect people and the environment?

OR

SURVIVOR GUIDES CONSERVATION EDUCATION CENTRE

SOCIAL MEDIA THAT WORKS: TELLING ENVIRONMENTAL STORIES
1:40PM - 2:30PM & 2:50PM - 3:40PM

VIDEO CREATION: TELLING AN EFFECTIVE STORY IN UNDER 30 SECONDS
1:40PM - 2:30PM & 2:50PM - 3:40PM

↕ Repeated ↕

DIGITAL ENGAGEMENT WORKSHOP
1:40PM - 2:30PM & 2:50PM - 3:40PM

MORE THAN A VENUE: CONSERVATION EDUCATION TOUR
1:40PM - 2:30PM & 2:50PM - 3:40PM

OR

EFFECTIVE STORYTELLING

2:50PM - 3:50PM, GARDEN ROOM

As environmental communicators, we are storytellers, carefully crafting narratives to engage people with the issues and inspire positive action. As the narrative landscape around the environment evolves, there is an urgent need for new and effective storytelling skills to rekindle and drive new creative approaches.

Join this session to discuss and share effective stories that influence the influencers and drive realistic change.

Communicate's favourite format: **THE SWAP** 4:00 PM – 5:15 PM, LECTURE HALL

DINNER & DRINKS RECEPTION 5:15PM – 7:00PM, GARDEN ROOM

Discuss, debate, and build a vital communications toolkit for the coming year through two days of inspiring content, cutting edge research, practical workshops and engaging discussion.

[Find more details on sessions and speakers at communicatenow.org.uk](http://www.communicatenow.org.uk) or follow the title links in this document

PLEASE NOTE THIS IS A DRAFT PROGRAMME. To ensure we provide the most up to date and live content at Communicate, all sessions are subject to change.

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DAY TWO: Wednesday 24th October 2018, 9AM – 5PM

Registrations open at 9:00AM at CLIFTON PAVILION, BRISTOL ZOO GARDENS

MORNING PLENARIES

2019 YEAR OF GREEN ACTION

9:30AM - 10:30AM, LECTURE HALL

As part of the Government's 25 Year Plan for the Environment, it is making 2019 a 'Year of Green Action' which aims to demonstrate how together, we can achieve our ambitious environmental aims through collective action. This is your time to find out more about what this initiative is and how you can get involved. Children and young people will be at it's heart, and young people themselves will be reporting back from the [Communicate+](#) youth forum to share their ideas on how to reach out, inspire and encourage more young people to take action in 2019.

AUDIENCES OUTSIDE THE BOX

11:00AM - 12:30PM, GARDEN ROOM

As a sector, we are acutely aware of challenges of achieving inclusion. This session will start from the latest research from long term monitoring of engagement with the natural world and then draw inspiration from effective programmes that use mainstream themes to engage diverse audiences.

COVERAGE: MAKING YOUR PROGRAMME NEWSWORTHY

11:00AM - 12:30PM, LECTURE HALL

OR

What makes a campaign or project newsworthy, and hit the headlines? Join this session for some frank reflections to help you think like a journalist, alongside inspiration for creating eye catching, newsworthy programmes in an evolving media landscape.

AFTERNOON PLENARIES

BREXIT – MAKING OPPORTUNITIES

1:30PM - 2:30PM, GARDEN ROOM

As preparations for Britain's departure from the European Union grind on, one certainty is that this landmark in time heralds significant political and social change. Using our knowledge of communication in times of change – is this the opportunity we've been waiting for? This session will explore pragmatic tools for arbitration, facilitation and negotiation as we navigate the complex and unpredictable ecology of change.

OR

SMARTER STRATEGIES

1:30PM - 2:30PM, LECTURE HALL

Tackling urgent global challenges from a position of scarce resource, we need to be pragmatic when selecting the most appropriate solutions. Should we invest in mobilising public action and behaviour change, or focus on driving policy changes to achieve our outcomes? Should we appeal to logic or will emotional triggers elicit a stronger response? We will explore the relative merits of adopting and combining different approaches and what has worked for Climate Change in the past.

OR

PUTTING WILDLIFE ON THE MAP: CITY NATURE CHALLENGE

1:30PM - 2:30PM, CONSERVATION EDUCATION CENTRE

Public participation in environmental data collection has a long UK history and is emerging as a widespread engagement platform worldwide through *BioBlitz*. Join this session as we dissect the latest emerging formats, reflecting on first global *City Nature Challenge* and upcoming opportunities for embracing evolving technologies and developing more inclusive narratives in 2019.

THROUGH A DIFFERENT LENS

2:50PM - 3:50PM, GARDEN ROOM

Immersive experiences (including virtual reality, augmented reality, immersive training and learning environments) are now a rapidly growing segment of the creative economy. This session goes 'back to basics' to look at the opportunities for the environmental sector in partnering with academic and industry partners in creating new experiences, some of the new and emerging ethical questions, and what can be done on a shoestring.

OR

LOCAL DELIVERY: UPDATE ON THE 25 YEAR PLAN

2:50PM - 3:50PM, LECTURE HALL

This session, led by Defra, offers an opportunity for an update on progress since the launch of *A Green Future: Our 25 Year Plan to Improve the Environment*, and a chance for you to help shape plans to ensure the 25 YEP is embedded not only across government but in also in the hearts and minds of individuals, communities and businesses to deliver an improved environment in 25 years.

OR

LIVE EVENTS: EFFECTIVE AUDIENCE INTERACTIONS

2:50PM - 3:50PM, CONSERVATION EDUCATION CENTRE

Organisations across the sector take part in major live events across the UK. Join us for a frank discussion of what works for reaching new audiences, formats, and getting your brand message across.

Communicate's favourite format: THE SWAP 4:00 PM – 5:00 PM, LECTURE HALL

Finally, join us for a farewell drink – GARDEN ROOM

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