WHO CARES ANYWAY?

TACKLING THE BIODIVERSITY COMMUNICATIONS GAP

Credit: Chris Christie

HOWE SOUND CONSERVATION NETWORK GATHERING

We are used to talking amongst the "converted," but how can we get our messages on biodiversity and habitat conservation across to others? How can we encourage them to care more?

For the fall 2023 HSCN gathering, we plan on doing things a little differently. Join us for a workshop to help identify angles and messages that are meaningful and relevant to others, to better reach their hearts and minds. As part of the development of communications tools, HSBRIS will create a set of themes and key messages for its external communications, which will also be made available to HSCN organizations.

WE NEED YOUR INPUT

Effectively engaging others on our messaging involves finding the angles that others can relate to and building them into a cohesive, communications "thematic" framework covering the marine and terrestrial realms.

This framework will be more effective by bringing together regional experts – which is where you come in.

And who are these "others" that we speak of? They include local government, educators, landowners, the private sector and the general public. The workshop and theme development will be led by Squamish's Red Rock Creative.

WHAT WILL YOU GET FROM IT?

The resulting themes and messages will be shared with HSCF organizations allowing you to utilize them if you wish.

As always, the gathering will give you a chance to network and share your organization's good work over recent months.

WHERE & WHEN

Time & Date: 10 A.M. – 2 P.M.
Wednesday, 22 November
A light lunch will be provided

Location: Pacific Science Enterprise Centre
4160 Marine Drive, West Vancouver
(bus route #250 from Horseshoe Bay stops outside PSEC; car pool options available)

Please RSVP to the calendar invite.
Spaces limited so RSVP early.

TOUR THE PSEC

If you have never visited the PSEC, a short tour of the facility will be available after the workshop.

QUESTIONS?

Contact Ruth Simons at ruthsimons@howesoundbri.org or Diane Mitchell at admin@howesoundbri.org

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