



## Communications Plenary

**Saturday 27 September 2014**

**10:30 – 12:30**

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Following on from the media storm surrounding the euthanasia of a young giraffe earlier this year, the plenary will discuss strategies for increasing public understanding of the work done by zoos and aquariums to safeguard the future of species, carry out research and educate their visitors. At the heart of this strategy is the question: “what does EAZA stand for?”. Our speakers will show how transparency and dialogue with the public and the media can help build support and trust, and how we can place concern for conservation at the heart of public and political debate through effective use of language; and finally, how the new Communications Committee will incorporate these elements into a communications strategy that will raise awareness both inside EAZA and with the public of our work and our mission.

Plenary chair: Colomba de La Panouse, Chair EAZA Communications Committee

- **Opening** by Colomba de La Panouse, Chair EAZA Communications Committee
- **Transparent Communication to build trust in Zoos, Aquariums and Conservation Practice** by Brendan Hodgson, Hill+Knowlton Strategies, Belgium

With increased scrutiny of zoos, aquariums and conservation organisations from traditional and social media, scientific approaches to the protection of nature are increasingly questioned in traditional and social media. Easily endorsed highly emotional appeals to members of the public to reject practices from human care of animals through to management euthanasia have threatened to derail our commitment to the founding ideals of EAZA. Mr. Hodgson will explain how organisations can benefit from engaging with the public, explaining clearly the rationale behind our practices, and building a better informed constituency that not only understands better what we do, but actively works to be involved and supportive.

- **Values and Frames: How good communication can help put conservation on the map** by Ralph Underhill, Public Interest Research Centre, UK

Good communication practice is key to making our institutions and our visitors passionate about the conservation of nature. Mr. Underhill will outline how using the right language can help us think more altruistically, going beyond our own individualism to ensure a healthy future for nature. Using elements of psychology, applied linguistics and other disciplines, he will demonstrate how conservationists are fighting on the wrong ground, and how we can work to define a different context for nature’s place in our lives.



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**Communications Committee – Who we are and what we aim to do** by Colomba de La Panouse, Chair, Communications Committee and David Williams-Mitchell, EAZA Communications and Membership Manager

EAZA is now committed to formulating a strong public facing communications strategy to help define who we are and what we do. Building on the themes of transparency and good communications practice, the Chair of the newly constituted Communications Committee will introduce the mission and membership of the committee. EAZA's Communications and Membership Manager will then introduce the strategic framework for building awareness and understanding of the Association, its practices and its membership.

- **Closing** by Colomba de La Panouse