

# WETLAND LINK INTERNATIONAL NORTH AMERICA WEBINAR

*From education and engagement at wetland centers to  
positive conservation action for wetlands*



**October 29<sup>th</sup>, 2013, 1pm to 6.15pm (Eastern Time)**

[Please click here to register.](#)

## Programme

<b>1pm to 2.30pm</b>	<b>Background to WLI and wetland visitor centers</b>	
1.00 – 1.10	Introduction to the Webinar and how to get the most from it	Jeanne Christie, ASWM
1.10 – 1.20	Introduction of WLI and WLI North America, workshop goals	Chris Rostron, WLI Global
1.20 - 1.30	Delegates introduce themselves, include ‘my top work priority and challenge’	All
1.30 – 1.45	Ramsar Role and CEPA (Communication, Education, Participation and Awareness) overview	Sandra Hails, CEPA Manager, Ramsar Secretariat
1.45 – 2.30	Case Studies from Wetland Centers <ul style="list-style-type: none"> <li>- <a href="#">International Crane Foundation</a>, linking a wetland centre to global species conservation</li> <li>- <a href="#">Environmental Concern</a> - 25 years of wetland education</li> <li>- <a href="#">Oak Hammock Marsh</a></li> <li>- <a href="#">Massachusetts Audubon</a></li> </ul> <p>Questions and comments</p>	Cully Shelton, Interpretive Programs Manager, ICF Suzanne Pittenger Slear, EC Nathalie Bays, OHM Kris Scopinich, Massachusetts Audubon
2.30-2.45	Break	
<b>2.45 pm to 4.30pm</b>	<b>How we can we better engage target audiences towards taking conservation actions?</b>	
2.45-3.30	The challenges and opportunities of delivering wetland messages to target audiences  What are wetland centres good at? What messages are harder to communicate? What techniques are we using? Are there tools that we need to develop? What target groups are we good/bad at?	WLI partners supported discussion
3.30 – 4.15	Setting Goals and Measuring Success – how do we show that our work is having an impact?  Qualitative vs quantitative evaluation measures; techniques for different age groups / social groups ; communicating our achievements.	Discussion led by CR
4.15 to 4.30	Break	
<b>4.30 to 6.15</b>	<b>The role of WLI North America – Moving Forward</b>	
4.30 – 5.15	Roles for the WLI network?  How can the network provide support for your education and engagement activities at wetland centres?	Breakout groups and reports
5.15 – 5.45	How can we promote and grow the network?  Who else would benefit? How do we contact them? What	Plenary

	incentive is there to join? What are the next steps	
5.45 – 6.15	Agreement on key WLI N. America actions for the next 2 years Vote on key actions including: forming a core/steering group; setting up a presence on linked-in/facebook/google/drop box; webinar (or series of themed webinars); face to face conference; develop resources;	Chris Rostron
6.15	Close	

**Who?** If you work in wetland education, the Wetland Link International (WLI) North America Network invites you to a webinar to share ideas on how to transform wetland education and engagement into positive action for wetland conservation and how to develop WLI's support for wetland education professionals.

**Where and how?** The webinar can happen at your workdesk, so it couldn't be more convenient! We have divided the webinar into three distinct sections, you may choose whichever one you would like to attend. It would help if you had somewhere quiet, with a headset, a computer and an internet link. The rest we will help you with. If you have not taken part in a webinar we can guide you.

**How much?** It's free to attend.

**Why?** This workshop offers the opportunity to join like-minded wetland education specialists to discuss best practices, and plan how to develop support for your wetland education activities.

**Why should you come?**

- Learn about public engagement goals and initiatives under Ramsar and WLI
- Learn about new education programs using case studies
- Share best practices and experiences among wetland engagement practitioners,
- Share ideas about setting goals, measuring success and implementing adaptive management
- Forge links with other educators and wetland centers
- Plan for ongoing future support and collaboration through the WLI network

**Deadline!**

Please let us know if you can take part as soon as possible – if you can, before the **20<sup>th</sup> of October**.

**Contacts:** For more information, please contact either Chris Rostron, WLI Global, at [chris.rostron@wwt.org.uk](mailto:chris.rostron@wwt.org.uk), or visit our website at [wli.wwt.org.uk/regions/north-america/north-america-regional-initiatives/](http://wli.wwt.org.uk/regions/north-america/north-america-regional-initiatives/)

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