

Course Title:	Conservation Storytelling for Zoo Educators
Tutors:	Frits Hesselink – co-founder Frogleaps, HECT consulting Peter Paul van Kempen – co-founder Frogleaps, IUCN CEC steering committee
Aimed at:	Zoo educators, anyone with a responsibility for educations and anyone who wants to enhance their communication and engagement skills
Language taught in:	English
Taught hours:	6,5 (1 day)
Extra hours for study etc:	-
Cost:	EAZA members: €110 Non-members: €140
Minimum group size:	20
Dates:	13 March 2017 (precedes the EAZA Zoo Educators Conference)
Delivery Method:	Face to face
Location(s) :	Parc Zoologique de Paris, Paris, France
Links to other courses:	Complements online courses and resources at http://www.frogleaps.org/

Course Aim(s) :

The course aims to introduce educators to the key strategic elements of storytelling, and help them learn how to apply them to communicate conservation more effectively within their own institution. Storytelling is an incredibly powerful communication tool, and this course aims to give participants the skills they need to use it effectively in their conservation education work.

Learning Objectives:

During the course you will:

1. Explore and understand the strategic elements of storytelling
2. Learn how to design your own stories
3. Practice telling your own story
4. Understand how to apply storytelling techniques in your own institution

Content:

Introduction to storytelling – what makes a good story, what is the power of storytelling, how can we use storytelling in our work?

Designing stories – analysing personal stories, writing your own stories

Developing a story about your institution – key elements to consider, telling stories about positive change

Assessment: None

Additional information: Please register for this course by accessing this link to register for the EAZA Zoo Educators Conference: <https://www.regonline.co.uk/EZE2017>

It is possible to register for and attend the course only, without registering for the conference.