

Wildlife Viewing & Nature Tourism Academy 2022 CALL FOR PROPOSALS

Sharing wildlife viewing/nature tourism programs that build engagement and support for wildlife

Photo by George Andrejko/AZGFD

The Academy offers practical and insightful learning sessions to help practitioners in the planning and delivery of wildlife viewing and nature tourism-related programs. Sessions are designed to be engaging to ensure participants come away with ideas, tools, or skills that they can bring back to their organizations.

Focal areas highlight topics of interest in this community of practice but are not designed to be limiting. Presentation proposals may overlap multiple focus areas.

All presenters are encouraged to:

- include descriptions of best practices and lessons learned and provide enough “how to” details for members of the audience to be able to determine whether a similar approach or program might be possible in their home state.
- emphasize skills and take homes that are broadly relevant in the Wildlife Viewing and Nature Tourism arena and, as much as possible, applicable across state lines.

FOCAL AREAS

1. Interpretation and Engagement
2. Human Dimensions
3. Diversity and Inclusion
4. Environmental Ethics
5. Marketing, Advertising, and Tourism
6. Performs Other Duties as Assigned

The Association of Fish and Wildlife Agencies' Wildlife Viewing and Nature Tourism Working Group welcomes presenters to our fourth Academy.

February 21 – 25, 2022
Westin La Paloma Resort & Spa
Tucson, Arizona

KEY DATES

May 28, 2021

Deadline for submission of proposals

June 25, 2021

Notification of acceptance

October 29, 2021

Deadline for conference registration

February 7, 2022

Deadline for presenters to submit electronic version of their presentation

WEBSITE

wvntacademy.com

CONTACT

Jeff Meyers, AZ Game & Fish Dept.
jmeyers@azgfd.gov



Proposals should reflect the Academy theme of sharing wildlife viewing/nature tourism programs that build engagement and support for wildlife.

The focal areas are intended to help you understand how your proposal can contribute to this community of practice.

FOCAL AREAS

1 - Interpretation and Engagement

The primary tools many of us use to communicate our messages regarding nature and wildlife viewing involve interpretation and engagement. Being creative and succinct is critical to success as our audience is bombarded with information every day. Presentations in this focus area might describe different interpretive tools and products and how they are used to educate and engage wildlife viewing audiences. Examples include:

- Onsite infrastructure, including trails, platforms, nature centers, displays, and wayside signs
- Passive interpretation products, such as panels, brochures, booklets, and maps
- Active interpretation programs that teach people how to view wildlife, like guided walks, tours, guest speakers, games, children's programs, lectures, and demonstrations
- Citizen science and stewardship programs focused on wildlife viewing and nature tourism
- Digital interpretation, including websites, films, apps, augmented reality, geolocation, contests, games, and audio tours

2 - Human Dimensions

Wildlife education and wildlife viewing and nature tourism outreach is really a form of people management. We are working with humans who come with their own biases, wants, needs, limitations, and distractions. Understanding our audience is a critical part of program success. Presentations in this area might focus on:

- Research and insight into audiences and their motivations
- Survey methods and design, metrics, and focus groups
- The economics of wildlife viewing and nature tourism
- Evaluating program success

3 - Diversity and Inclusion

Though this is part of the human dimensions of wildlife viewing and nature tourism, it deserves its own focus area to emphasize its importance in all areas of our work. Increasing the accessibility of wildlife viewing and nature tourism beyond currently engaged audiences is of particular interest. Presentations might focus on:

- Engaging new audiences and expanding relevancy
- Adaptations to address changing social, cultural, and economic conditions
- Necessary changes to improve both physical and cultural accessibility
- Enhancing inclusion and equity in messaging and interpretation
- Modifying programs in response to stakeholder restrictions, including health and safety (e.g., COVID-19)

4 - Environmental Ethics

Our actions and services will have both a positive and negative impact on the land and wildlife. The balancing act of these trade-offs influences program design and outcomes. Presentations in this area of focus might include:

- Responsible recreation campaigns
- Discussions on conservation versus preservation, education versus enforcement
- Research on recreation impacts to wildlife and their habitats
- Tools and tips for mitigating impacts
- Citizen science and how we engage the public in our goals and objectives

5 - Marketing, Advertising, and Tourism

The best programs and products go nowhere if your audience doesn't know about it. Promotion is a critical part of getting your message out and increasing engagement. Presentations in this area of focus might include:

- Marketing campaigns - maximizing outreach via social media, email marketing, and traditional media
- Product advertising - styles, mediums, products
- Using creative spaces and unconventional techniques
- Cost-benefit analyses
- Branding
- The role and value of gift shops, souvenirs, and SWAG

6 - Performs Other Duties As Assigned

Though we are hired as interpreters, managers, biologists, docents, or rangers, our jobs often include a wide variety of tasks we might not have been trained in. Presentations in this focus area might include tips and techniques for accomplishing those 'other' duties you have.

- Public speaking and managing other speakers
- Establishing new funding streams
- Recruiting and training volunteers
- Project management skills
- Graphic design techniques and rules
- Procurement processes and tendering
- Grant or funding application preparation
- Partnership development and nurturing
- Consultation and public surveys
- Media relations

Important Information

- The deadline for submission of proposals is **May 28, 2021**.
- Full conference registration is required for all selected presenters.
- Presentations including a commercial product or service will need to clearly demonstrate the "takeaway" practical value to wildlife viewing and nature tourism programs.
- You **may** submit multiple presentations for consideration; however, each presentation must be submitted as a stand-alone entry.

Presentation Details

1. If selected to present, a computer, LCD projector, and screen will be provided. Additional audio-visual equipment is the responsibility of the individual presenter.
2. Additional audio-visual equipment is the responsibility of the individual presenter.
3. Options for sessions include 30 and 60 minute formats. *Please Note: Similar 30-minute topics may be combined into a 90-minute panel presentation by the Academy planning committee.*
4. Individual presentations will be scheduled for the morning or afternoon of February 22, 23, and 24, 2022. If selected to present, please be prepared to present on any one of these dates.
5. Formal notification of acceptance will be emailed by **June 25, 2021**.
6. All presenters will be required to submit, by **July 16, 2021**, a bio and appropriate high-resolution photo to be used on the website and Academy program.
7. All presenters must complete and pay for full conference registration by **October 29, 2021** to assure accurate production of the conference program.
8. All presenters will be asked to provide an electronic version of their final presentation no later than **February 7, 2022**.

Call for Proposals - Application Instructions

Applications are due by **MAY 28, 2021**

Complete all fields in the Call for Presenters Application form. *NOTE: You will **not** receive a copy of your submission, so it is suggested you complete the following offline and copy and paste into the Survey Monkey application form (<https://www.surveymonkey.com/r/2022AcademyCFP>).*

1. Name, title, organization and contact information of the Primary Presenter
2. Name, title, organization and contact information of all Secondary Presenters (if applicable)
3. Presentation Title
4. Presentation Learning **Objectives**: By the end of the presentation, participants will be able to... (know, see, or do)
5. Identification of one or more appropriate **focal areas**:
 - a. Interpretation and Engagement
 - b. Human Dimensions
 - c. Diversity and Inclusion
 - d. Environmental Ethics
 - e. Marketing, Advertising, and Tourism
 - f. Performs Other Duties as Assigned
6. Presentation **Summary**: Provide a 500-word or less summary of your presentation. Please include the "takeaway" value for the audience
7. Presentation **Length** (including Q&A): 30 or 60 minutes
8. **Support Documents** (optional): Upload any support documents

Academy Program Questions?

Jeff Meyers, AZGFD
jmeyers@azgfd.gov
(623) 236-7589

Cheyenne Dubiach, AZGFD
cdubiach@azgfd.gov
(623) 236-7011

Application Form Questions?

Anne Glick, FWC
anne.glick@myfwc.com
(850) 922-0664



Photo by Randy Babb