

Conservation Marketing & Engagement Working Group 2016 - 2018 Activities



2016

Active engagement at IMCC4 in St. Johns, Canada (July 30 – Aug 2, 2016)

- Hosted a **panel discussion**, Aug. 2nd: “Transcending Cecil: Harnessing Public Outrage for Marine Conservation” led by Andrew J. Wright (then-Co-President), Mel Cosentino (then-Secretary), and Naomi Rose. 90-100 attendees
- Held a ConsMark **Members meeting** on July 30 led by Diogo Verissimo (then-Co-President) and Andrew J. Wright. Presented latest working group activities and solicited ideas for 2018 congress. 25 in attendance.
- Delivered **speed presentation**, Aug. 1: “Finding the Focus of your Conservation Outreach” delivered by Andrew J. Wright and Kathleen Norman. 50-60 attendees
- Organized and delivered **symposium**, July 30: “Using Marketing to Tackle the Challenge of Behavior Change” organized and led by Diogo Verissimo, Andrew J. Wright, Mel Cosentino, and Emma McKinley. 50-60 attendees.
 - Presenters: Sara Isaac, Salter Mitchell/Marketing for Change; Kathleen Norman, Independent Consultant; Diogo Verissimo, Rare/Georgia State University; Tjerk Van Rooij, Rare; Carina Schmidt, PCI Media Impact.

Involvement at NACCB in Madison, WI (July 18-19, 2016)

- Held a ConsMark **Members meeting** on July 30 led by Diogo Verissimo. Presented latest working group activities and solicited ideas for 2018 congress. 20 in attendance.
- Awarded **first Building Nature’s Brand (Brandy) award** to recognize unique contributions made in using marketing tools to increase public engagement and achieve conservation goals. Award presented to [Angelique Hjarding](#) at the conference for her work on the Butterfly Highway project.

General WG activities

- Diogo Verissimo then Andrew J. Wright represented ConsMark on the **SCB Awards committee**.
- Held first ever **elections** for two board member positions for 2017-2018 terms: Treasurer (filled by Brooke Tully) and Vice President (Andrew Wright) respectively.
- Conducted **logo competition** for official working group logo, resulting in current palm-print design.

2017

Involvement at ICCB conference in Cartagena, Colombia (July 26-27, 2017)

- Co-sponsored **performance** of Baba Brinkman (conservation themed rapper) during evening plenary, July 27. Organized by Diogo Verissimo. Several hundred in attendance.
- Co-hosted joint **networking event** with the SSWG, July 27. Organized by Diogo Verissimo, Meredith Gore, and Jenny Glickman. 150 attendees.
- Held ConsMark **Members meeting**, July 26. Led by Diogo Verissimo. Meeting reviewed current working group activities, 2018 congress plans, and evaluating impact of trainings. 20 attendees.

General WG activities

- Andrew J. Wright represented ConsMark on the **SCB Awards committee**.
- Held **election** for two board member positions for 2018-2019 term: Vice-President (filled by Kathleen Norman) and Secretary (filled by Chelsea Gray).
- Diogo Verissimo transitioned from Co-President to President for 2017.

2018

Involvement at ECCB conference in Finland (June 14, 2018)

- Co-hosted **networking event** with SSWG, June 14. Organized by Diogo Verissimo, Jenny Glikman, and Laura Thomas Walters. 40 attendees.

Active involvement at NACCB in Toronto, Ontario (July 21-23, 2018)

- Led **two-day short course** in connection with SSWG on “Improving Conservation Outcomes with Social Science”, July 21-22. Organized and led by Alia Dietsch, Marc Stern, Dara Wald and Brooke Tully. 35 participants.
- Co-hosted **Speed Mentoring and Networking event** with SSWG, July 23. Organized by Jenny Glikman and Rina Hauptfield, co-hosted by Andrew J. Wright and Brooke Tully. 40 attendees for speed mentoring; 60 for networking event.
- Actively promoted ConsMark congress during poster sessions, working group activities, and throughout conference.

Involvement at Narratives, New Media and Mass Communication for Natural Climate Solutions in New York, USA (September 27, 2018)

- Andrew J. Wright attended the workshop hosted by the [Leonardo DiCaprio Foundation](#) and the [Hoffmann Centre for Sustainable Resource Economy](#) at Chatham House.

Organized and hosted **first ever International Conservation Marketing & Engagement Congress** in Arlington, VA, USA (October 25-27, 2018)

- Attended by over 200 people from around the world.
- Included 9 workshops, 9 sessions of speed presentations (~55 contributed presentations), 3 symposia, and 3 panel discussions.
- Awarded **second Building Nature’s Brand (Brandy) award**. Award presented to [Paul Butler](#) at the conference for his years of dedicated work in running Rare’s Pride campaigns and mentoring conservation leaders.
- Held ConsMark **Members meeting**, Oct 27. Led by Andrew J. Wright.

General WG activities

- Kathleen Norman represented ConsMark on the **SCB Awards committee**.
- Andrew J. Wright transitioned from Vice-President to President for 2018. Diogo Verissimo transitioned to Past-President.
- **Elections** being held for three board member position for 2019-2020 term: Vice-President, Treasurer, and Communications Chair (new board position for 2019).
- **Revised by-laws** created and approved by members during ConsMark conference, October 2018.