EUROPARC Conference 2022

COMMUNICATING IN THE 21ST CENTURY?
Question your mindset!
Mind Factory 15

• Communicating in the digital world: connecting to new audiences online – Hybrid

Giorgia Garancini

Esther Bossink
What are we doing today?

- Let's break the ice
- Social media as a tool
- Check in: What are your struggles?
- Exercise 1: Create a persona
- Discover: What are you proud of?
- 15:30 BREAK
- Dissect: How can we use that?
- Present: Top 5 tips
- Group Photo
- Q&A
- How can EUROPARC help?
Let’s break the ice!

What is your animal alter ego?

Adjective – first letter of your first name
Animal – first letter of your second name
The power of social media...

Potentially, our reach is unlimited...
The brain processes visuals 60,000 times faster than it does text.

It takes 13 milliseconds for the brain to identify the image and another 100 milliseconds to process the information.

People retain 80% of what they see, 20% of what they read, and 10% of what they hear.
Our Protected Areas are laboratories for sustainable development
The litter was a shock: 2020’s Covid-driven rush on UK national parks

And yet...

The DNPA, which is made up of members appointed by councils and the government, argues the park’s bylaws need to be updated because of an increase in large groups camping beside roads, lighting fires and leaving behind piles of rubbish during the pandemic. Rangers recorded 199 so-called “fly-camping” incidents, including overnight stays in camper vans, in 2020.

So far this year there have been 70 similar incidents. The proposed changes would also allow the authority to ban camping in other parts of the moor without a full consultation.

https://www.theguardian.com/environment/2021/jan/01/the-litter-was-a-shock-2020s-covid-driven-rush-on-uk-national-parks

Corona verhoogt druk op natuurgebieden nog verder

Tourists’ cars may be banned from most popular parts of Lake District

https://www.theguardian.com/uk-news/2021/nov/14/tourists-cars-may-be-banned-from-most-popular-parts-of-lake-district
Let’s check in...

Where could your Park improve?
Always think about your A – B – Cs

**PERSONA AVATAR**

<table>
<thead>
<tr>
<th>Persona name: fictitious person</th>
<th>Job title:</th>
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<tbody>
<tr>
<td>Age:</td>
<td>Where do they live?</td>
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<table>
<thead>
<tr>
<th>What are their values and goals in personal life?</th>
<th>What are their pains and challenges in day-to-day life?</th>
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<td>Since COVID-19?</td>
<td>Since COVID-19?</td>
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<tr>
<th>What are their hobbies and interests?</th>
<th>Why would they be approaching your services?</th>
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<td></td>
<td>What elements of your services are they most likely to interact with?</td>
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**other notes**
Let’s hear it!

• Presentation time...

10 minutes
Time for a break

Coffee is served @ “VITAVESTA” ➔ number 7 on the map.

We are currently around number 7
Appreciative Inquiry

- Discover
- Dream
- Design
- Destiny
- Affirmative topic
Let’s inquire...

• What is a piece of communication you are proud of?
• What were the different elements of the best practice examples? Top 5 tips
Let’s hear it!

- Presentation time...
How can we help?

• How can EUROPARC help reach your target audience and resolve issues through communications?
Final questions, comments?

• & group picture time!
Up next...

• Market Place @ Seewinkelhalle (main room)