**ZSL SCIENCE & CONSERVATION EVENTS**

**CALL FOR PROPOSALS FOR 2022 – 2023 PROGRAMME**

**Purpose**

An essential part of ZSL’s work is facilitating communication and engagement between scientists, conservationists and the public through the Science and Conservation events programme. We aim to create opportunities for mutual learning and understanding of science and conservation as solutions to global challenges, raise the profile of ZSL as a world-leading centre of excellence for conservation science, and generate support for ZSL. Our events provide a platform for ZSL staff and students to share insights that benefit wildlife, people, and the environment. Internally, these events aim to develop capacity and skills which enable ZSL staff, students, and external participants to successfully engage with the public and communicate their work. This programme falls under a wider remit of embedding a culture of public engagement with science across ZSL to create opportunities for collaborative working.

**Format of Events**

This year, we want to create a *hybrid programme* of online and in person events, tailoring each to their appropriate format, with the aim of reconnecting with local communities and scientific institutions, and maintaining the connection with, and accessibility for, our online audiences. The events will be held on the second Tuesday of the month between October 2022 – May 2023 (but there will not necessarily be one each month) and run from 6:00pm – 7:30pm. They are open to all at no charge.

**Online**

Since October 2020, our events moved to an online format due to Covid-19 restrictions. These have been an enormous success, both through live engagement (average live viewership of 226 people per event) and views of event recordings published afterwards on our [Science and Conservation YouTube channel](https://www.youtube.com/channel/UCavtOVEY99YQS5L30j3hcoQ/featured) (average views of 1.6k per event), now with 2.51k subscribers. One of the most important benefits of online engagement is the increase in accessibility and potential reach to new and globally diverse audiences. In total, online events from the past two years have accrued 27.5k views, 1k likes, and been watched in 51 countries or geographical regions. They also provide a unique opportunity to collaborate and connect with researchers or partners globally who might not be able to travel to London.

**In-person**

For the first time since March 2020, we will be holding in-person events again this year. In-person events provide an opportunity for face-to-face networking, engagement, or discussion, and create an exciting atmosphere of a live audience. They will be held in ZSL’s Meeting Rooms, Regent’s Park, London, and ZSL will cover the costs of travel (economy only) and accommodation for all invited speakers, but are unable to cover other subsistence costs (e.g. food and drink).

We are open to holding different types of events this year. Please get in touch if you would like to discuss the format for your event before submitting a proposal, or state that you are not sure, and we can help decide.

Potential formats could include:

|  |  |  |
| --- | --- | --- |
| **Type of event** | **Format** | **Target audience** |
| 3 or 4 short talks (10-15 minutes) and a panel discussion | Online or In-person | General public with an interest in science and conservation (science-engaged) and researchers engaged with event topic |
| Facilitated discussion/panel | Online or In-person | General public with an interest in science and conservation (science-engaged) and researchers engaged with event topic |
| Careers event | Online or In-person | Students, early-career researchers or career switchers |
| Debate/forum | In-person only | General public with an interest in science and conservation (science-engaged) and policymakers |
| Specialised topic with networking component | In-person only | Researchers engaged with event topic, potential funders, policymakers |

**Why organise an event?**

We recently asked everyone who had been involved in our events over the past 3 years what they gained from organising and/or participating in an event. The top five responses were: raising the profile of their work, enjoyment, strengthening existing external relationships, raising the profile of ZSL, and improving their public speaking skills. When asked what they liked about taking part, respondents said they reflected more broadly on the applications of their work, gained exposure from media, forged partnerships with organisations in their field, enjoyed the collegiality of working with the events team and speakers, and liked the podcast element too. 70% of respondents would actively recommend their colleagues to take part in an event (this is an excellent [Net Promoter Score](https://www.qualtrics.com/uk/experience-management/customer/good-net-promoter-score/)!).

**What is required?**

All logistical elements of the events are organised by the Science Communications and Events Manager, but there is some input required from the organiser(s) in the lead up to each event. To be clear, this involves: finding and contacting speakers, promoting the event within own networks, writing a blog post, and if taking part as a speaker, writing a short biography, abstract and talk. High quality science engagement and communication takes time to ensure that it is meaningful and impactful. All support and comprehensive training will be provided.

**Event Topic**

This programme provides a platform for our researchers to highlight the contribution that ZSL makes to a range of topics through our science and conservation work. In particular, we are keen to ensure there is a strong link to ZSL’s strategic priorities, **Wildlife Back from the Brink**, **Wildlife Health** and **Wildlife and People**. We would like each event to have a ZSL representative, I.e., to Chair the event or present one of the talks. This can be either the person submitting the proposal (the lead organiser) or another member of staff/student. When thinking about event format and target audience, it might help to consider what category your event topic falls under: reflection/priority setting, controversial issues, cutting-edge technologies/methodologies and best practice, barriers to progression, policy, research ethics etc.

**Equality, Diversity & Inclusion**

We aim to promote equality and diversity in science through inclusive, accessible, and equitable programming. In order to do this, we are asking the organiser of each event to ensure the opportunity for speaking at their event is open to those from all backgrounds, roles, and levels of seniority. We strive for our events to be led by panels of speakers with a diverse representation of gender, sexual orientation, race, ethnicity, national origin, disability, religion, and other characteristics of personal identity, and in particular to amplify the voices and experiences of those from underrepresented backgrounds. **Please take this into account when preparing your proposal and identifying potential speakers.**

**Closing date for proposals: Friday 5 August 2022**

**HOW TO SUBMIT A PROPOSAL**

Proposals can be based on any topic in zoology and conservation science, and ideally link to ZSL’s work and strategic priorities. Please send your proposal as a Word/PDF file including the following headings to [eleanor.darbey@zsl.org](mailto:eleanor.darbey@zsl.org):

1. **Name**, institutional **affiliation**/contact address, and **email address** of the lead organiser(s).
2. **Subject/working title** of the proposed event (*maximum 50 characters*).
3. **Background** to the area of science (*maximum 200 words*).
4. The proposed **content** of the event. Please explain the new results/insights that will be presented, and highlight how the event contributes to ZSL’s strategic priorities (Wildlife Health, Wildlife Back from the Brink, and Wildlife and People) (*maximum 500 words*).
5. **Preferred event format**. Please indicate which event format (listed in the table on Page 2) would be best suited for your event and why (e.g. online might be more appropriate for speakers located around the world). Please get in touch if you would like to discuss the format of your event before submitting a proposal, or state that you are not sure and we can help decide.
6. **Target audience**.Think about how you would like the speakers to pitch their presentations, and how we could reach your target audience in terms of advertising the event.
7. **List of proposed speakers, their institutional affiliations and tentative titles or topics**. Please indicate the preferred order of talks if choosing the short talks format. Please include **one speaker or chair from ZSL** – this can also be the lead organiser submitting the proposal.
8. **Preferred month** in which to hold the event, from the list below (if you are available for more than one month, tick all relevant dates but please also highlight your preferred date; please let us know if this coincides with any relevant ‘National Days/Weeks’):

11 October 2022

8 November 2022

13 December 2022

17 January 2023

14 February 2023

14 March 2023

11 April 2023

9 May 2023

**Please email your proposal by Friday 5 August 2022 to Ellie Darbey at:** [**eleanor.darbey@zsl.org**](mailto:eleanor.darbey@zsl.org)

Proposals will be reviewed by a selection panel, and the final decision will be made in August 2022. If you have any queries or would like to discuss an event prior to submitting, please get in touch. Thank you!