**ZSL SCIENCE & CONSERVATION EVENTS**

**CALL FOR PROPOSALS FOR 2023-2024 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. The programme aims to:

* Create opportunities for mutual learning and collaborative working
* Improve understanding of science and conservation as solutions to global challenges
* Raise ZSL’s profile as a world leading centre of excellence for conservation science
* Build trust in, and generate support for ZSL
* Embed a culture of public engagement with science across ZSL

Ultimately, we want to **inform** people about wildlife and conservation, and **inspire** them to care or take action that protects its future. We want to enable our science and conservation professionals to share insights that benefit wildlife, people and the environment.

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. Ideally, each event would have **at least one ZSL representative** presenting a talk. This can be either the person submitting the proposal (the lead organiser) or another member of staff/student.

**Format of Events and Target Audiences**

We will continue with a hybrid programme of online and in-person events, tailoring each to their appropriate format. A variety of event formats will allow us to build on connections with local communities and scientific institutions, and strengthen accessibility for online audiences. The events will be held on the **second Tuesday of the month** between **October – May** (not necessarily one each month), from **6-7:30pm**. They are open to all at no charge.

**Online**

Online events provide an opportunity to collaborate with researchers or partners globally who might not be able to travel to London. They can be a huge success both through live engagement (average live viewership of 226 people per event) and views of event recordings published on our [Science and Conservation YouTube channel](https://www.youtube.com/channel/UCavtOVEY99YQS5L30j3hcoQ/featured) (average views of 1.42k per event). Online engagement allows for increased accessibility, with the potential reach to geographically diverse audiences.

**In-person**

In-person events provide an opportunity for face-to-face networking, engagement or discussion, and create an exciting atmosphere of a live audience. In-person events are held in ZSL’s Meeting Rooms, Regent’s Park, London, and ZSL will cover the costs of travel and accommodation for all invited speakers, but we are unable to cover other subsistence costs (e.g. food and drink). There is also potential for in-person events to be **livestreamed and recorded** to increase longevity and audience accessibility, however all speakers should be able to present in-person.

We are open to holding a variety of events, as your topic might lend itself to one more than another. Please get in touch if you would like to discuss the type before submitting, or state that you’re unsure and we can help decide.

Formats could include (but are not limited to):

|  |  |  |
| --- | --- | --- |
| **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/keynote with networking component | *In-person only* | Researchers engaged with event topic, potential funders |

**Why organise an event?**

Feedback from those involved in organising and/or participating in our events over the past 3 years showed benefits including:

* Raising the profile of their work
* Enjoyment
* Strengthening existing external relationships
* Raising the profile of ZSL
* Improving their public speaking skills

**What’s required?**

All logistical elements of the events are organised by the Science Communications and Events Manager, but input required from the organiser(s) in the lead up to each event involves: finding and contacting speakers, promoting the event within own networks, 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’s meaningful and impactful, and all support and comprehensive training will be provided as required.

Following the event, you may be asked to participate in an episode of the [ZSL Wild Science Podcast](https://www.zsl.org/news-and-events/podcasts) to discuss the topic further and reach a wider audience. You will also have the opportunity to write a [blog post](https://www.zsl.org/news-and-events/feature) on the topic.

**Equality, Diversity & Inclusion**

We aim to promote equality and diversity in science through inclusive, accessible and equitable programming. We therefore ask the organiser 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 panels of speakers to have a diverse representation of gender, sexual orientation, race, ethnicity, national origin, disability, religion, and other characteristics of personal identity, and to amplify the voices and experiences of those from underrepresented backgrounds. **Please take this into account when preparing your proposal and identifying potential speakers.**

**How to submit a proposal**

Proposals can be based on any zoology or conservation science topic, and link to ZSL’s work and strategic priorities. Complete the template below, and send to [harriet.mcara@ioz.ac.uk](mailto:harriet.mcara@ioz.ac.uk)

Proposal for ZSL Science and Conservation Event 2023-24

|  |  |
| --- | --- |
| **Name, institutional affiliation** and **email address** of the lead organiser(s) |  |
| **Subject/working title** of proposed event  *(max. 50 characters)* |  |
| **Background** to the area of science  *(max. 200 words)* |  |
| **Proposed content** of the event  *(max. 500 words)* | *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* * *Wildlife and People* |
| **Preferred event format** | *Please highlight which event format (from the table on page 2) would be best suited for your*  *Please get in touch if you would like to discuss the type before submitting, or state that you’re unsure and we can help decide.* |
| **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 promoting the event.* |
| **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 from ZSL*** *– this can also be the lead organiser submitting the proposal.*  *If possible, please also include more suggested speakers than will be included in the final event in case your first choices are unavailable.* |
| **Preferred month** in which to hold the event  *(Please select all that apply)* | 10 October 2023  14 November 2023  12 December 2023  9 January 2024  13 February 2024  12 March 2024  9 April 2024  14 May 2024 |
| Does this event coincide with any relevant ‘**National Days/Weeks**’?  *eg International Day for Biological Diversity, Biology Week etc.* |  |

**Please email your proposal by Friday 4 August 2023 to Harriet McAra at:**

[harriet.mcara@ioz.ac.uk](mailto:harriet.mcara@ioz.ac.uk)