International Union for Conservation of Nature

How to develop your Workshop for the World Conservation Congress, Jeju 2012

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Your proposal has been selected as one of the Workshops of the IUCN World Conservation Congress, Jeju 2012. Congratulations, and welcome to Jeju!

As you know, the selection process was tough this time, so being part of the few who were awarded a workshop is something you can be proud of! Now… an achievement like this doesn't come without some responsibilities… You want to make sure your workshop session is the best a World Conservation Congress can feature! You want people to remember it and, more than anything else, you want to leave Jeju with something concrete in your hands… Here are some tips to help you think your workshop through and get the best out of your session at the Congress. Remember there is a simple rule: the Congress can only be as good as you make it through your session!

If you need assistance, the IUCN Forum team is ready to help you at any time. Do not hesitate to contact us at: congressforum@iucn.org.

Making the best out of 2h of time… and a motivated audience!

Have you ever wondered why people go to congresses and conferences? Yes, the location of the congress is one factor, but surely not the main one! People are eager to learn from others and share their own experience; they want to build their (and others) capacity, meet other people working on similar issues and collectively work towards concrete solutions. That's it! Why don't you use your two hours to do precisely this?!...

- My issue is the most important in the world!
  Yes, that's probably true… but guess what, out of the 150 people hosting a workshop in Jeju, 99.9% will be thinking exactly the same thing!
  How can participants differentiate what is really important from what might be important as well? The answer is simple: it is the way you conduct your workshop that will make participant want to attend it. You competed with others to get your workshop slot. Now you'll need to compete to get the public's attention.

  Think different! The same old presentation you made in ten congresses already will not be enough to please participants… Your same old lecture won't just do the trick…

  Think simple! The tricky thing with simplicity is that making things simpler is hard work. Here are some tips:

  1. Stop presenting!
     The goal of every presentation should be to **create great dialogue!**
     Nobody needs more information presented to them. They need greater clarity, deeper understanding, and more meaning. And since all that happens in the hearts and minds of the listeners (NOT the presenter) you must minimize the amount of "stuff" you present and maximize the interactive / Q&A / discussion time.

  2. Get to the point!
     People will tolerate your logic for no more than a couple minutes (usually less!). After that, they start forming their own conclusions – whether or not you've gotten to your point. Assume that if you haven't made your case and given your one-slide summary within the first one to five minutes, you've lost them... They've already formed their own conclusions.

3. <u>It's all about me!</u>
No presentation is ever about the subject you're presenting! (The budget, project milestones, changes in the world around, new discovery, etc.). Most often, most everyone who is listening to you (peer, subordinate, superior...doesn't matter) is listening for one thing: How does this affect me? What does that budget/milestone/change/discovery mean to me? Why do you need me to care? What do you want me to do? Etc. EVERY presentation is ALWAYS about ME. Fail to get that, and you'll be ignored.

So for any PowerPoint presentation or communication during your session, just try to answer the following three questions:
- What do I want people to know, understand, learn or question?
- How do I want people to feel?
- What do I want people to do as a direct result of my presentation/communication?

- <u>Have you heard about the "Death by PowerPoint" phenomenon?...</u>
Are you tired of presenters turning and speaking to the screen, reading every single word in their presentation instead of preparing properly, insulting your intelligence by reading what you can read yourself (if the font is large enough) and doing it poorly at that?! Too many animations? Too many effects? Things that pop, spin, buzz or blur? What don't you try something different?

How would you present your message if you had only five minutes to do so? How would you structure your speech? Would you still use PowerPoint in the same way? In 2003, two Tokyo-based architects invented a new way to make PowerPoint presentations. The idea is simple: 20 slides and 20 seconds per slide. That is 6 minutes and 40 seconds to pass on your message! The technique is called Pecha Kucha[1]. Try it! It's simple:

- Prepare a maximum of 20 slides (but remember you have to go through each one in maximum 20 seconds);
- Use the auto-timing option in PowerPoint for your slides to automatically move forward every 20 seconds;
- Rehearse your speech, fine tune your messages, and adjust your speaking time to the 20 slides x 20 seconds rule.

Of course, there are many other ways to develop your presentations and by no mean we want to oblige you to use one more than the others. This Pecha Kucha technique will, at least, help you get your message clear and simple, and your session will only get better… But you are free to use your own techniques to develop your presentations. Our only advice holds in three points:
- Be simple!
- Be clear!
- Be short!

- <u>How open are you to new ideas?...</u>
Look at all these people who came to attend your workshop… Do you know why they are here? Because they want to help you! They probably have a passion for the same things as you and are eager to contribute to your thinking… How willing are you to let them do so?

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[1] See: http://www.pecha-kucha.org/, http://en.wikipedia.org/wiki/Pecha_Kucha or
http://www.youtube.com/results?search_query=pecha+kucha+presentation+example&oq=pecha&aq=6&aqi=g10&aql=&gs_sm=3&gs_upl=1396l2338l0l7567l5l5l0l0l0l0l236l939l0.3.2l5l0

Assuming you choose to use the Pecha Kucha technique, and with a group of 5 to 6 speakers in your session, the presentations block will use up to 40mn of your time. How are you going to use the rest of your two hours? Well, that's precisely our point: use it to get participants involved in what you (and they) are interested in! Here is a proposal:

1. Use the first 40mn of your session for short presentations.
2. Use the following 20mn for questions and answers directly related to the presentations.
3. Use the remaining 60mn for interactive work with your audience:
   - Split the audience into groups
   - Have each group work on a particular aspect of your issue
   - Use facilitation techniques to make this part more fun. Here are some examples of techniques you might want to use:
       - Carousel: an effective way to generate a large number of ideas, alternatives, or responses among a relatively large number of people. Participants have to move around from 'station to station', which can be helpful in terms of getting people working together, and boosting energy levels.
       - World Café: a type of organisational workshop which aims to provide an open and creative conversation on a topic of mutual interest, bringing to the surface collective knowledge, share ideas and insights, and gaining a deeper understanding of the subject and the issues involved.
       - Role playing: Let participants endorse one of your stakeholders' roles and experience how they would deal with a given situation.
       - Simulation/gaming: new technologies are a fantastic way to learn and experience. Use simulations and games, videos, computers, tablets, etc. Make your audience physically feel and touch the heart of your message.

Many other techniques exist and the Forum Team can help you with some tips or put you in contact with professional facilitators. Just drop us a line: congressforum@iucn.org. Don't hesitate also to look for more information about these techniques on the internet. You will find many sites giving you all the details on how to go about with these techniques.

And as your workshop will be part of one of the largest and most important conservation events in 2012, think about your responsibility, as an event organiser, towards your audience:

- **Be relevant!** The Congress theme, *Nature+*, is a simple and memorable slogan that captures the fundamental importance of nature and its inherent link to every aspect of our lives. The following document will provide you with more detailed information about the thinking behind the Congress and will help you focus your session: Congress theme framework.

  Don't forget your session also needs to focus on one or more of the thematic areas of the Draft IUCN Programme 2013-2016 (biodiversity, equitable governance of nature's use & nature-based solutions to global challenges). You can find here the latest version of the Draft IUCN Programme 2013-2016.

- **Be gender wise!** Promote an active and equal engagement of women and men! Ensure the presence of a significant percentage of women, invite gender experts to make inputs on your topics and partner with women or gender organizations to conduct your activities. The IUCN Gender Adviser's Office has a roster of experts that can assist you in mainstreaming gender from the conceptualization to the delivery of your events. As a plus, we will promote events that include a gender perspective to relevant stakeholders before, during and after the Congress. Don't hesitate to contact the Forum Team for more information: congressforum@iucn.org.

- **Be result-oriented!** The IUCN World Conservation Congress will be the practical side of the international conservation debates. Ideally scheduled between other major meetings and Conferences of the Parties, the Congress can be a powerful platform to give the world practical and pragmatic solutions to the big environment challenges. Use your session to get to concrete outputs and outcomes. Any concrete result from your session will be publicised during and after the Congress and mentioned during the Assembly session, the morning following your session, if relevant. Take a minute or two, at the end of your session, to report on your outcomes to our team of rapporteurs. But remember a result won't happen alone. You have to plan and shape your session to get what you want out of it.

  Your session might also be directly related to one of the Motions discussed during the Members' Assembly. If this is the case, make clear reference to this on your session's web-space, indicating the name(s) and number(s) of the motion(s) your session relates to. This will help us identify and tag your session accordingly on the Congress programme.

What happened to your initial proposal?

Your proposal was the basis for selecting your contribution to the World Conservation Congress Forum, but it now needs to be refined, and in some cases refocused or sharpened to make sure **all sessions at the Congress feature the best conservation science and practice**. The information you entered on the system has been migrated to a web-space that will allow you to work further, together with your partners, on the development and fine-tuning of your session. It is crucial that you make sure your web-space is up to date, at all time, as this will be the only place where participants will be able to find out more about your session.

Also check the Web-space User's Manual to discover all the great things you can do to promote your session to all Congress participants through your web-space!

What are the next steps?

You will now have some time to develop your event, discuss it with your partners, and use the web-space, to collaborate and refine your thoughts and ideas.

Later in the year, at the beginning of May 2012, the information on your web-space will be used for the printed version of the Congress programme. You will receive a message from the Forum Team before this happens, but to be sure, just remember to keep the information of your web-space as up-to-date as possible!

No further changes will be possible after this date, as all information will be sent for translation and printing. Your web-space will remain active as a promotion tool for your session, but you won't be able to edit the basic data of your proposal anymore.

What will we need from you?

- Title of your event

  In reviewing your session's title consider how important it will be in terms of attracting people's attention during the Congress. Try to be catchy, original and clear. Your title cannot be longer than 20 words and should express the content of your session. The title will be translated into the three IUCN official languages in the final Congress programme.

- Main organizer & partners

  It is entirely up to you (and your partners) to decide who the main organizer of your session will be. The designated person will also be the main focal point for us, for any correspondence or issue related to the Congress. Make sure the email address you provide is the one you want to use for any correspondence on your session.

  "Partners" refers to all the persons and institutions involved in the development of your session (the people who actually contributed to its development). For space and cost reasons, a maximum of 5 partner organisations can be associated with your session and will appear on the Congress printed and on-line schedules.

  Note: The organization's name of the main organizer as well as those of the five partners will be printed on the Congress programme together with the title of the workshop.

Through the web-spaces, make sure you also keep the following information updated:

- Abstract

  This is a more detailed description of what your session will be about. Be short (no more than 200 words), but make sure the expected outcomes of your session are clearly identified. The abstract will be 2 published on the Congress website.

- Key issues addressed by your workshop:

  Please review the list of keywords you checked for the submission of your proposal. Select the keywords that are most clearly and directly related to your session, to allow participants to identify events of interest and build thematic journeys through the Forum. You can select up to 4 keywords, but you don't necessarily need to have that many. If the focus of your workshop is clear enough, one or two are probably more than enough!

- Other information

  You will notice all sort of fields and information associated with your event on the web-spaces. As a general rule, try to keep this information as accurate as possible, at all time. This is the only way for participants to find updated and reliable information about your session. Your web-space and the way you manage it, use it, and keep it up-to-date also says a lot about you or your session. Your web-space is like your window to the external world, and also the window through which the external world will look at you.

Finalizing your documents

Please check the spelling of presenter's names, institutional citations, titles, text, etc., for all the final information and documents you post on the web-space. You are responsible for the information that will appear on both the printed and on-line Congress programme, as well as on your web-space. IUCN cannot be responsible for correcting this information.

Deadlines

Dates	Tasks
March, 2012	Forum event web-spaces will be ready for organizers to work further on their sessions.
April, 2012	A first draft of room/time allocation will be provided to you. Please note that this information is likely to change. Do not use it for any official or planning purpose.
1st May, 2012	Organizers to update final basic information related to their session for inclusion in the Congress programme and website.
August, 2012	Confirmation of room allocation.
15th August, 2012	Support documents posted on the web-spaces.

Contact

For any further information, please email congressforum@iucn.org.

Practical information for Workshops at the World Conservation Congress

The IUCN World Conservation Congress

The IUCN World Conservation Congress is the world's largest and most important conservation event. Held every four years, the Congress aims to improve how we manage our natural environment for human, social and economic development.

The 2012 World Conservation Congress will be held from 6 to 15 September 2012 in Jeju, Republic of Korea. Leaders from government, the public sector, non-governmental organizations, business, UN agencies and social organizations will discuss, debate and agree on solutions for the world's most pressing environment and development issues.

The Congress has two components:

- a [Forum](#) where IUCN members and partners discuss cutting edge ideas, thinking and practice, and
- a [Members' Assembly](#) which is a unique global environmental parliament of governments and NGOs.

Both Forum and Assembly will take place on the same days. The first five days of the Congress will start with a 2-hour Members Assembly session and then the rest of the day will be dedicated to Forum activities. The last 3 days of Congress will be exclusively dedicated to Member's Assembly.

The World Conservation Forum

The Forum is a grand public gathering hosted by the world's conservation community, bringing together people from all over the world to discuss, share and learn.

Addressing the world's most pressing sustainable development challenges, the Forum offers five days of debates, workshops, roundtable discussions, training courses, music and exhibitions, all focused on three issues:

- biodiversity
- equitable governance of nature's use
- nature-based solutions to global challenges, in particular:
  - climate change
  - food security
  - social and economic development

More than 400 events will take place during the five days of the Forum. All of these events were reviewed and selected through a meticulous process involving 100+ people from across IUCN (Secretariat, Members, Commissions, Councillors and Science Advisors).

All events aim to **Share know-how**, **reach agreement** and/or **move to action.**

More information on the overall framework of the World Conservation Congress (as approved by IUCN's Council in November 2010) can be found at: [IUCN World Conservation Congress Theme Framework](#)

The venue: Jeju International Convention Centre (ICCJ)

Located near Seogwipo City, the ICC (International Convention Centre) in Jeju is a part of the Jungmun Resort. Spreading over an area of more than 5,000 m^2, the world-class convention centre occupies 7 stories above ground and has a capacity of more than 7,000 people.

For more information please visit http://iccjeju.cafe24.com/eng/

Room set-up, equipment and material:

Twelve rooms will be allocated to Workshops during the IUCN World Conservation Congress. Each room will be soundproofed, and equipped with a projector, a screen, microphones and flipcharts. The standard set-up will consist of theatre-style seating, a head table and a speaker's podium. There is no cost associated to this basic equipment and set-up.

Additional material and equipment (e.g., computers, power extension cords, adaptors) can be arranged by the venue or the Congress team. The cost of these will be billed to the organizer. More information on costs and availability will be available in the coming months.

Organizers are free to change the set-up of the room but each room shall be returned to its original set-up at the end of each session. Please take the time needed to rearrange the room before leaving.

Session organizers will be responsible for providing hand-outs, workbooks, additional materials or special equipment needed to run their session. In the spirit of our objective to hold a "green congress" session organizers are requested to keep paper to a minimum. We also encourage you to use the web-spaces to share all relevant information with attendees before the Congress starts.

Please note that **copyrights apply to the use of IUCN's name and logo, as well as to the World Conservation Congress logo**. Please consult with the Congress Team before using any of these logos on your printed material.

No shipping or storage facilities will be available, so organizers will have to make their own arrangements.

Room capacity will range from 50 to 3000 participants. Room allocation will be done by IUCN and tentatively communicated to you by April 2012. Please note that this information will be subject to changes and we therefore ask you not to use it for any booking or planning purpose. **The information about room and time allocation cannot be guaranteed until August 2012.**

Scheduling

Workshops will take place from 11h on Friday 7th September until 16h30 on Tuesday 11th September.

There will be 12 simultaneous sessions of 120 minutes each, at 2 different blocks per day, one from 11h to 13h, and a second one from 14h 30 to 16h 30. A third block will take place from 19h to 21h, with a limited number of concurrent sessions only (maximum 5). Additionally, 10 sessions will be held from 17h to 18h30, in parallel to the World Leaders Dialogues.

All sessions will be properly identified on-site and advertised in the Congress official printed and on-line programmes.

Please take into account that session organizers will have access to their room 30mn before the start of their session. As a courtesy to the organizers of the event following yours, keep track of your timing and do not expand your session more than the programmed time.

Congress Registration

Please note that all persons involved in presenting and/or participating in the Forum (including Speakers) must register for the Congress. Fees and policies governing registration can be found at: www.iucn.org/congress_registration

Access to the venue will require a Congress badge.

Privacy Policy

All session organizers are to adhere to standards and criteria for the collection and maintenance of personal data as set forth in the following Privacy Policy for the use of the Forum web-spaces for the IUCN World Conservation Congress, Jeju 2012.

Safety, Security and Hygiene

The running of all Forum events, including but not limited to Workshops, is contingent upon venue compliance with safety, security and hygiene regulations.

Organizers must make provisions for the safeguarding of their goods, materials, equipment and display at all times. The security service provided by IUCN will not be responsible for personal injury, loss and/or damage to any property from any cause. Insurance is the responsibility of session organizers and participants.

Disclaimer

Please read the following document carefully: Cancellations_policy_and_Disclaimer_2012.pdf