

Putting the Story into StoryMap: Using StoryMap to connect at 2016 WCC Presentation Notes

1. Brief description of the World Conservation Congress (powerpoint)
 - a. Held every four years, the IUCN (International Union for Conservation of Nature) World Conservation Congress helps shape the direction of conservation and sustainable development
 - b. The Congress is the place where IUCN's more than 1,300 Member organizations exercise their rights, influence the global conservation agenda and guide IUCN's work plan for the four years to follow
 - c. 2016 was the first time the World Conservation Congress was held in the United States in its 68 year existence
2. Rules of communication
 - a. 3-30-3 rule
 - b. You can't tell everything
 - i. Use dramatic imagery and compelling, succinct text
 - c. Logical hierarchy
3. Description of booth and experience
 - a. StoryMap just one of multiple ways for the visitor to engage
 - i. Create a dynamic space where visitors feel welcome and can engage with a subject mater expert
 - b. Interactive touch screen for self exploration and aid to live presenters
 - i. Choose this delivery method to help visually illustrate
 1. Vast area the Marine National Monuments
 2. Vast distances and remoteness of the islands National Wildlife Refuges
 3. Easily connect to more in-depth information if desired
 - c. Organization (transition from powerpoint to actual story map: <http://arcg.is/2b97Zsy>)
 - i. Welcome screen
 - ii. Theme of the Day – connecting visitor to other actives
 - iii. Overview of the USFWS
 - iv. Overview of the Agency programs represented at the booth
 1. International Affairs
 2. Ecological Services
 3. Science Applications
 4. Marine National Monuments
 5. National Wildlife Refuges
- 4.