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## EAZA Academy Seminar

### Working with Conservation Storytelling for Zoo Educators

**Paris Zoo, 13 March 2017 – 9.15-17.30**

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*The course aims to introduce educators to the key strategic elements of storytelling, and help them learn how to apply them to communicate conservation more effectively within their own institution. Storytelling is an incredibly powerful communication tool, and this course aims to give participants the skills they need to use it effectively in their conservation education work.*

- 9.00 **Doors open and Registration of seminar participants**
  - 9.15 **Session 1: Storytelling – Introduction**
  - 11.00 **Pause café (Matinée)**
  - 11.30 **Session 2: Designing stories**
  - 13.00 **Déjeuner**
  - 14.00 **Session 3: Developing a story on your zoo**
  - 15.30 **Short pause café (après-midi)**
  - 15.35 **Session 4: Developing a story on positive change by your zoo**
  - 17.25 **Closure and evaluation**
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