

- INVITATION -

First EAZA Training Seminar for Zoo Educators

Hosted by Copenhagen Zoo, Denmark, 15 – 21 August 2005



Keywords:

(interactive) SIGNS - PRESENTATIONS – EVALUATION

[Informal zoo education / Interpretation How to tell the story – How to meet the visitors]



Dear Colleagues,

December 2004

The EAZA Education & Exhibit Design Committee is happy to announce the first EAZA training seminar about informal education for EAZA educators. The seminar will deal with issues like:

How to choose the right story? How to write in short terms? How to best combine amount of text and graphics? The How to use interactive elements in signs and exhibitions? How to meet the visitors face to face in presentations, touch tables etc.? When to use printed materials as leaflets? How to evaluate the activities?

The seminar will take place in Copenhagen Zoo. Organised and hosted by the staff from the exhibition department and the education department. For some of the theoretic input the zoo staff will be supplied with extern teachers. The seminar will run as a mix of theoretical lessons and practical workshops followed by discussions and evaluations.

The seminar is primary addressed towards educators of EAZA member institutions without long experiences on the subject "informal education". If the seminar is overbooked, a priority is made for participants from member institutions located in Central/Eastern Europe. The EAZA Committee on Technical Assistance & Animal Welfare has a limited number of travel grants available. For information on this subject, please contact: martijn.los@nvdzoos.nl

Henk Hiddingh, Chair EAZA Education & Exhibit Design Committee

Price: Including: registration fee and full board (accommodation, breakfast, lunch and dinner)

A 670 € In shared double room
(shared shower/toilet in the hall)

C 875 € In single room with shower
(shared toilet in the hall)

B 800 € In shared double room
(with shower and toilet)

D 975 € In single room
with shower and toilet

Application Send application form (by fax, post or email) to Peter Haase, Exhibition dept. Copenhagen Zoo. Afterwards you will receive confirmation and payment details.

OBS: Deadline for application: 28 February 2005

The maximum number of participants is 20 (minimum is 10 participants).

Peter Haase pnh@zoo.dk
Copenhagen Zoo
Sdr. Fasanvej 79
DK-2000 Frederiksberg
Denmark
Tel: +45 72 200 270
Fax: +45 72 200 219

Registration Form

I want to participate in the 7 day Training Seminar for Zoo Educators in Copenhagen Zoo, 15 – 21 August 2005 :

Name: _____

Male/female: _____

Institution: _____

E-mail: _____

Address: _____

Tel: _____

Country: _____

I want accommodation: A B C D
[please circle your answer]

(If A or B I want to share room with: _____)

- PROGRAMME -

First EAZA Training Seminar for Zoo Educators

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Day One - 15 August 2005

Theme of the day: **Signs**

09.00 – 09.30: Welcome and introduction to the course.

09.30 – 11.00: Theory – a short introduction
Communication, aims/targets, target groups.

Session 1. **Signs 1: Simple signs**

How to tell the story only with text and graphics

Intro: Different kinds of signs (ID, Facts, Stories). What is a good sign?

To choose the story. To make the design

Amount of text, graphics.

Design and lay-out.

Production, choice of materials.

11.00 – 12.00: Intro

12.00 – 13.00: Lunch

13.00 – 15.00: Group work

15.00 – 15.30: Coffee break

16.30 – 17.30: Presentation and discussion

Break and dinner

20.00 – 21.00: Introduction to the theme of next day, Signs 2:

Interactive signs

Day Two – 16 August 2005

Theme of the day: **Signs and interactivity**

Session 2. **Signs 2: Interactive signs**

How to tell the story using signs with interactive elements.

What is interactivity - talking about signs?

Why and how to use interactive elements in signs?

To choose the story. To make the design.

Design and lay-out.

Production, choice of materials.

09.00 – 10.00: Theory

10.00 – 10.30: Coffee break

10.30 – 11.00: Intro to group works

11.00 – 15.00: Group work (lunch 12.30-13.00)

15.00 – 15.30: Coffee break

16.30 – 18.30: Presentation and discussion

Break and dinner

20.00 – 21.00: Introduction to the theme of next day: look at

signs in the Zoo

Day Three – 17 August 2005

Theme of the Day: **Tour to Odense Zoo**

Session 3. **Signs and Interactives**

Look for good and bad examples

What is good – and why?

What is bad – and why?

09.00: Bus leaving from Copenhagen Zoo

In the Bus: intro to the day

11.00 – 13.00: Touring the Zoo

13.00 – 14.00: Lunch

14.00 – 16.00: Touring the Zoo

16.00 – 17.30: Presentation and discussion

17.30 – 19.00: Dinner

19.00: Bus departure Odense Zoo

Day Four – 18 August 2005

Theme of the day: **Touch tables and presentations**

Session 4. To meet the visitors face to face

How to tell the story using touch tables presentations etc.

How to plan and produce a presentation.

Choice of elements and objects

09.00 – 10.00: Theory

10.00 – 10.30: Coffee break

10.30 – 11.00: Intro to group work

11.00 – 15.00: Group work (lunch 12.30-13.00)

15.00 – 15.30: Coffee break

16.30 – 18.30: Presentation and discussion

Break and dinner

20.00 – 21.00: Introduction to the theme of next day:

Day Five – 19 August 2005

Theme of the day: **Printed materials (leaflets etc)**

Session 5: How to use printed material storyboard

Text graphics photos

Layout and production

09.00 – 10.00: Introduction – examples

10.00 – 10.30: Coffee break

10.30 – 12.30: Group work

12.30 – 13.30: Lunch

13.30 – 15.30: Presentation and discussion

Break and dinner

20.00 – 21.00: Introduction to the theme of next day:

Evaluation

Day Six – 20 August 2005

Theme of the day: **Evaluation**

Session 6. How to evaluate the products

09.00 – 11.00: Theory and simple methods

12.00 – 15.00: Group work

15.00 – 15.30: Coffee break

16.30 – 17.30: Presentation and discussion

Break and dinner

20.00 – 21.00: Introduction to the theme of next day.

Day seven - 21 August 2005

It's up to you – choose one example (from your own zoo):

- The story

- How to present it

- The design, layout

- The material