

Arctic Biodiversity Congress

**Education, Outreach and
Engagement: enhancing
interest in Arctic
Conservation**



Arctic Natural History Museums Alliance

- Committed to creating, advancing, sharing and leveraging knowledge about the Arctic to create a shared understanding of the Arctic's natural history, nature and natural future.
- Education, outreach and engagement are a primary function of a natural history museum, based on the knowledge derived from collections based research.



What are we doing?

- Visitor engagement through galleries, temporary exhibits and public programs.
- School programs on site and off site
- Camps for kids
- Parties in the Museum for young professionals
- Meet the experts sessions with scientists
- Science Salons



How are we leveraging digital?

- Blogs
- Vlogs
- Twittersphere
- Apps
- Webcasts
- Digital content in the museum
- Pushing digital content to TV, radio



How are we maximizing reach?

- Travelling exhibits: national and international
- Suitcase exhibits for remote schools
- Collaborative content creation: giant floor map
- Non traditional lens on nature: photography, poetry, music, visual art, spoken word, sculpture
- Adjunct appointments at Universities beyond normal geographic boundaries

What is surprising?

- Nature Nocturne
- Globe and Mail ads
- Open House
- Giant Floor Map
- Meet the Experts Trading Cards
- Real NOT experiential : visitors want evidence!
- Love NOT Fear



Nocturne: engaging young professionals on their terms



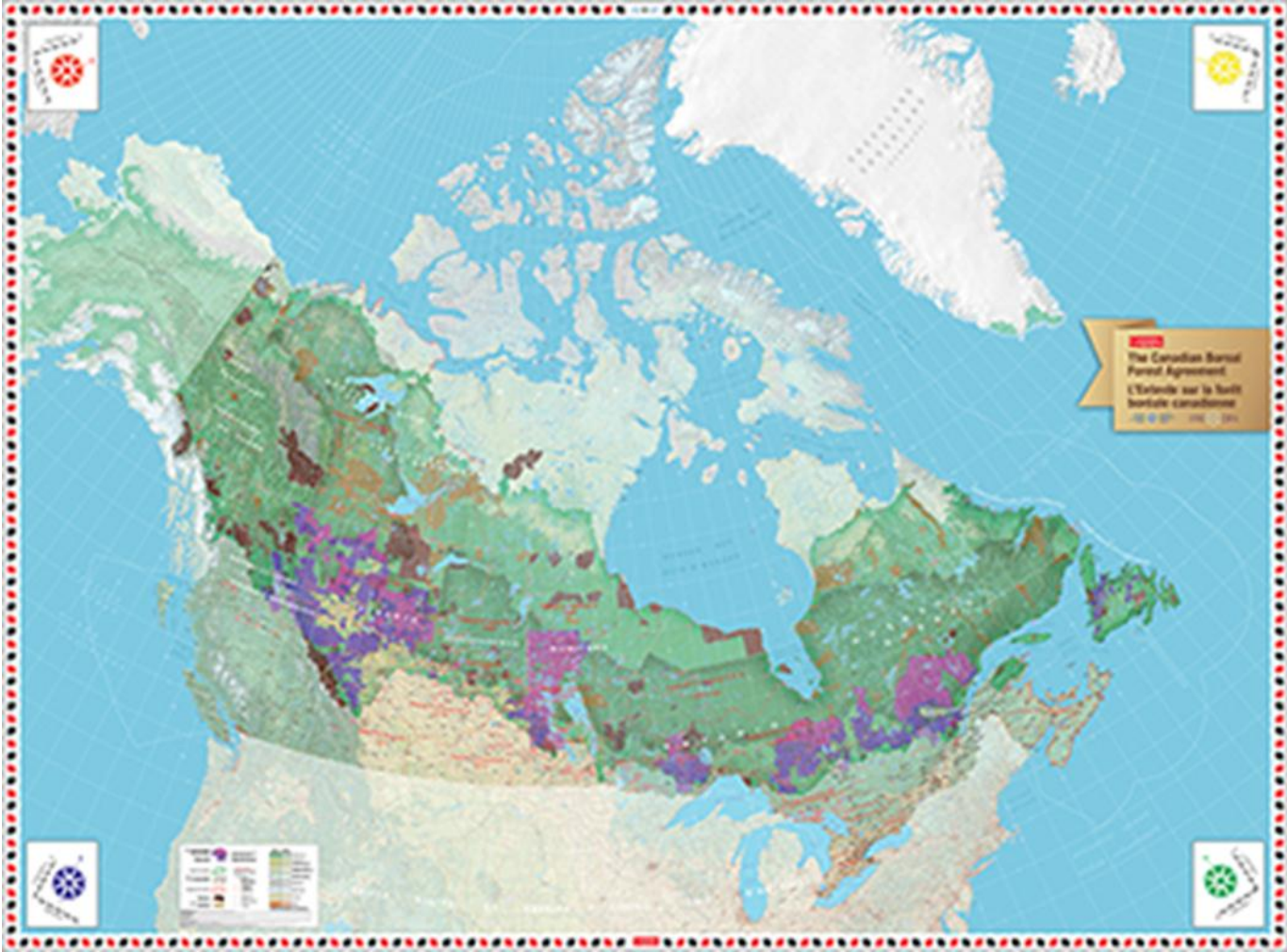
Globe and Mail Ads



Into the Vaults: Open House

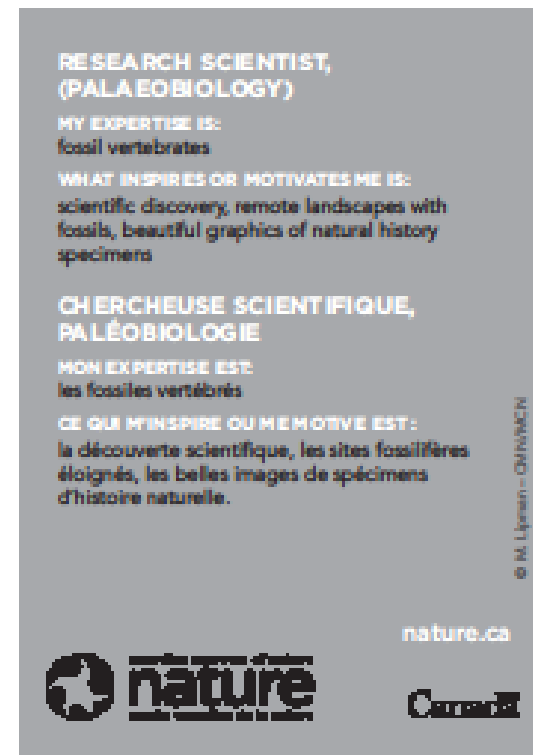
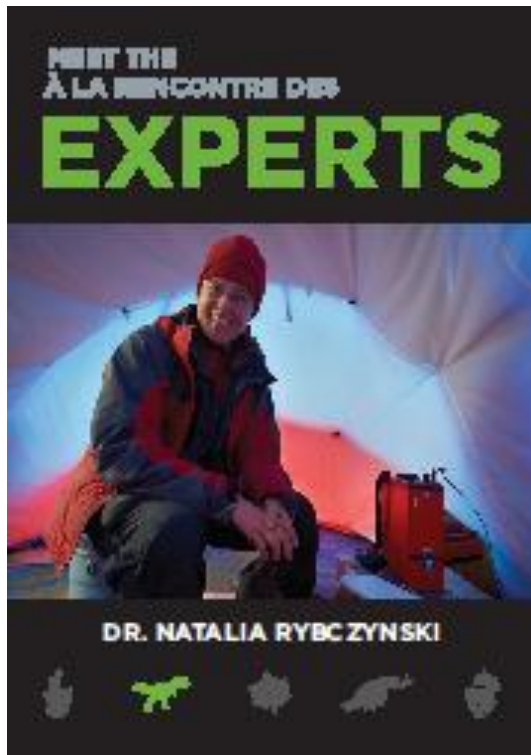


Giant Floor Map



Meet the Experts

- Trading cards! A hit inside the Museum and outside.



The Real Thing



Love not Fear: Inspire and Engage

- Inspire the desire to explore our natural future and how to live in balance within it.
- Inspired by natural history
- Connected with nature
- Exploring our natural future.

