

PROTECTED AREAS LEARNING AND RESEARCH COLLABORATION

OPEN STANDARDS SHORT COURSE

EXERCISE: TELLING THE STORY

SUMMARY: We want to think about who we need to tell about our plan, and how we are going to tell them, using the elements of Open Standards approach to build our message. It can be useful to think about this early so that you can capture useful things for your plans as you go – video, photos, quotes and maps.

OBJECTIVES:

- To explore the different plan presentation options that will work best for our plan
- To use the Open Standards outputs to build our story

SUPPLIES: Brainstorming supplies (flip chart, post-its, markers, etc.) and workshop outputs from earlier sessions.

ACTIVITY

- Consider the key audiences to whom you will need to communicate your Management Plan story
- For each audience, identify a ‘format’ for your Management Plan story
- Consider the need to communicate:
 - Vision / Scope
 - Targets and viability
 - Threats
 - Situation Analysis
 - Action Plan (Goals & Objectives / Strategy / Action)
 - Monitoring Plan
- Create a table setting out your communications approach