

MOVING FROM MISSION TO OUTCOMES

Ensuring Your Conservation Impact

Photo Credit:
Dr. Kira Mileham

2024 Virtual Workshop Series

June 27, July 18, August 1 | 3 pm – 5 pm EST - or -
July 11, July 25, August 8 | 8 am – 10 am EST

Tessere Zoo's + Aquarium Division, IUCN Species Survival Commission (SSC), and Reverse the Red have partnered to facilitate a conservation impact workshop that will provide any size organization with a foundation for operationalizing their conservation efforts.

In this **3-part series**, participants will:

- Form an inventory of existing conservation programs.
- Conduct a SWOT analysis.
- Prioritize & organize initiatives using an assessment matrix.
- Develop logic models with SMART objectives and metrics.

Topics will include:

- A global perspective on the state of conservation.
- The business case for conservation.
- Leveraging organizational capacity & partnerships.
- Building support.

“Conservation needs to move beyond random acts of kindness and instead mobilize strategic coordinated action.”

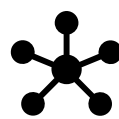
- Sally Jewel, former Secretary of the Interior, addressing the 2016 IUCN World Congress



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REGISTRATION INFORMATION

COST: \$1,750 USD

Includes 2 Organizational Representatives

- Executive level participation is encouraged.
- Consistent attendance at all 3 sessions is required.
- Sessions will be facilitated in English.
- Workshops are limited to 5 organizations.
- **Registration Deadline: June 18**

Click to Register

FACILITATORS



Mike Clifford
Strategy Director,
Reverse the Red



Dr. Kira Mileham
Global Director of
Strategic Partnerships,
IUCN Species Survival
Commission



Jen Charette
Zoo Community
Impact Manager,
Tessere, Zoo +
Aquarium Division

Questions?

Contact echo@tessere.com
316.358.2840

