Reconnecting the Disconnect: Special Events

DATE AND TIME
Tuesday, 23 February 2010 / 215PM-315PM

SPEAKER(S)
Carly Martin
Naturalist
Cleveland Metroparks
Look About Lodge
37374 Miles Road
Bentleyville, OH 44022
cam@clevelandmetroparks.com

SESSION DESCRIPTION
Continuing the reconnecting of nature and people, we will delve into another topic—special events. Whether the event is a unique exhibit or a day long nature-carnival, special events are a unique opportunity to break through people’s busy lives and get them coming back for more! Come and discover how Cleveland Metroparks Naturalist, Carly Martin is working to connect visitors to nature through special events.

Carly Martin focused on reconnecting the public with your facility and helping people participate in events and programs that they normally wouldn’t participate in. She also had a print out of her PowerPoint presentation to help listeners take something away and utilize that information. Carly suggested that people step into the routine of what visitors and patrons are already doing and going where the crowds are. Some of her ideas including taking advantage of volunteers to man tables or displays, use live animals, photo op murals, build a maze, and incorporate nature into everyday trends. Carly gave so many great ideas to get families and especially kids involved in your next
event of program. The best part of Carly’s presentation was the props she brought with her. She had a huge wall-long interactive mural. The mural was felt and represented a backyard and all the different nature items, trees, flowers, and animals, you might find there. Kids are encouraged to place laminated pictures of animals in their natural habitats, a fun, easy, and interactive project to get everyone involved!

SESSION LEARNING OBJECTIVES

- Understand the impacts that “disconnect” with nature can have on today’s youth, and discuss effects and solutions.
- Identify processes, programs and methods that engage children in the outdoors in a lasting way.
Reconnecting the Disconnect: Making the most of Passive Contact

A collection of ideas

By Carly Martin
Cleveland Metroparks
Naturalist 1, CIG

Assume People Won’t Know what to Do or Where to Go

Use Volunteers to Staff Tables

Embrace YUCK

Live Animals are Always a Hit
Photo Op Murals

Invite People to Wear Costumes

10X10 Tents

Build a Maze

Water Play

Incorporate Nature into Trends
Kids Love to Dig for Stuff

Provide Chairs for Parents to Sit

Skip the Piñata

Hand Feed Chickadees

Grab Grandparents

Create Parent - Child Moments
Scavenger Hunts ToGo

E-mail Invite List

Arts & the Subjective

Trivia

Murals

No Tragedies Before 4th Grade
Carefully Designed Geocaches

Playscapes

Carly Martin
Cleveland Metroparks
Look About Lodge
Naturalist 1
Geocaching Coordinator
CIG
440-247-7075
cam@clevelandmetroparks.com