BIAZA
BRITISH & IRISH ASSOCIATION OF ZOOS & AQUARIUMS

BIAZA COMMUNICATIONS & MARKETING CONFERENCE
17 - 18 NOVEMBER 2026 I FOLLY FARM

17 November - Day 1

9.30	Registration	
10.00	Welcome & housekeeping	*Gareth Siddorn - Communications Working Group*
10.05	The story of Folly Farm	*Zoe Wright - Folly Farm*
10.25	Ocean Friendly Homes - award winning communications	*Kate Brown - Ocean Conservation Trust*
10.45	Break	
11.00	Making a youtube series	*Anna Ryder Richardson & Kim Wilkins - Manor Wildlife Park*
11.20	Conservation as engaging social media content	*Ayesha Anderson - Hamerton Zoo Park*
11.40	A zoo-influencer	*Alex Simpson - Hertfordshire Zoo*
12.00	Break	
12.05	**Workshop**: Social media creativity & evaluation	*BIAZA's Social Media Working Group*
13.05	Lunch	
14.00	Tours of Folly Farm	
15.30	Communication with empathy - the death of Jock the gorilla	*Matthew Philpott - Bristol Zoological Society*
15.50	Leveraging awards	*Lauren Dodman - Jimmy's Farm & Wildlife Park*
16.10	Proactive political communications	*Roisin Healey - Dublin Zoo*
16.30	Reaching new audiences	*Jamie Turner - Twycross Zoo*
16.50	End of Day 1	
19.00	Evening food and entertainment!	*Hosted by the one and only Jagz!*

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18 November - Day 2

9.00	Planet Zoo 2: Building a community	*Frontier Developments*
9.40	Public trust & accreditation	*Andy Hall - BIAZA & Tomasz Rusek EAZA*
10.00	**Panel**: making marketing budgets work for you	*Lisa Robshaw - RZSS* *Freya Knibb - Aspro* *Josh Hunter-Harl - ZSEA* *Louise Cox- Hawk Conservancy*
10.30	Break	
10.50	**Workshop**: TBC	*Bryan Hoare - Ngage.io*
11.50	Break	
12.00	**Workshop:** acing fundraising communications	*Olly Reed - Navigate* *Clare Pennington - BIAZA*
13.00	Lunch	
14.00	Digital transformation at ZSL	*Freddie Patmore - ZSL*
14.20	Hype for Haggis the hippo - animal fame	*Lisa Robshaw - RZSS*
14.40	Love for the under appreciated species	*Georgina Blackwell & Aimee Ashworth - WWT*
15.00	End of Conference - closing remarks & awards - will you win??	

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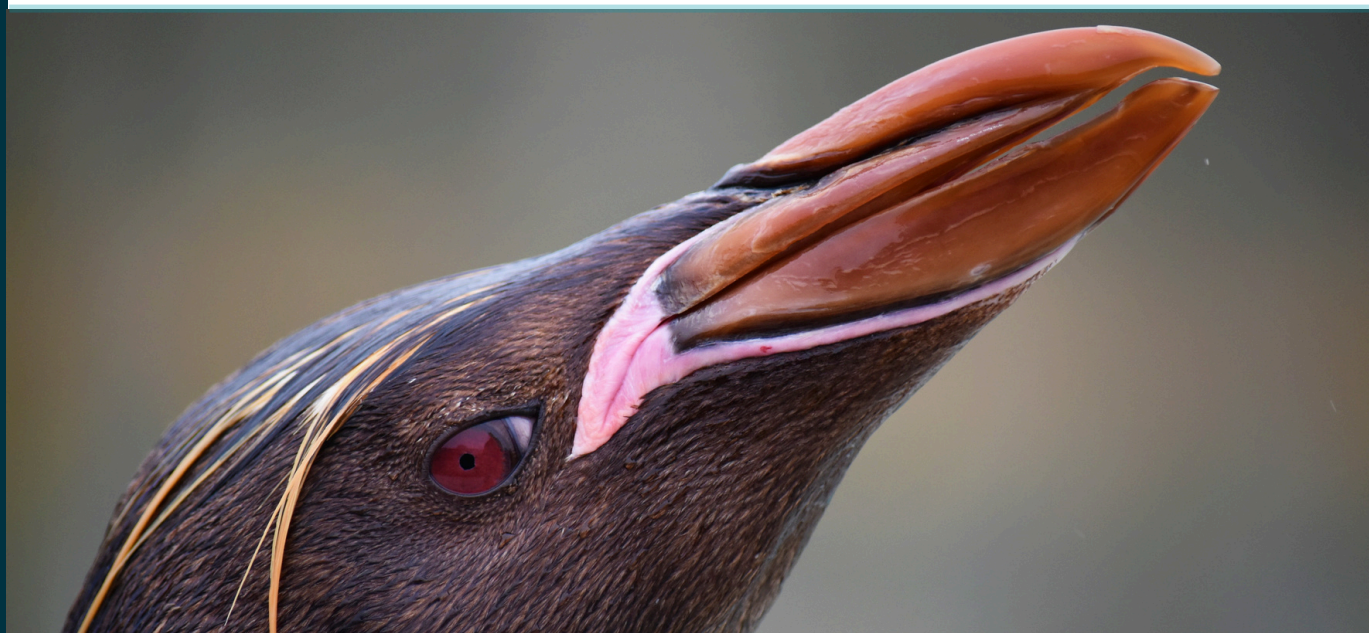
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