

# START A NARRATIVE THAT THE MEDIA WILL “FLOCK” TO

International Ornithological Congress – International Ornithological Union



## PROJECT

Full Congress Management (PCO)

## TARGET AUDIENCE

Ornithologists & Bird Enthusiasts

## LOCATION

Vancouver, Canada

## SERVICES

Digital Marketing & Media Relations



## CHALLENGE

Raise public awareness of the congress and the conservation efforts in conjunction with the Vancouver International Bird Festival while creating a lasting and engaged community. Resulting in a legacy for all future congresses to follow.

## SOLUTION

Implement a targeted digital marketing strategy to engage the international birding community and to educate ornithologists on the benefits of social media as an advocational tool. Reach out to local media outlets – digital, print, and broadcast – with a clear and enticing message about the congress and festival. Design exciting “media moments” for the event that people will love to talk about.

## RESULTS

A fun media moment was the opening ceremonies which showcased a bird parade of over 200 volunteers, entertainers, and even delegates dressed as birds. The parade travelled through a local park and across the Vancouver seawall and ended at the Vancouver Convention Centre where Canada Post unveiled limited edition stamps in honour of the congress and to spread conservation awareness. The congress also featured various public ministers and a traditional first nation’s performance.



Find out more: [www.mci-group.com/contact](http://www.mci-group.com/contact)