Using Special Events to Engage Locals Onsite

Ingrid M. Flores
Caribbean Regional Coordinator for International Migratory Bird Day and Caribbean Endemic Bird Festival
What do they have in common?
International Migratory Bird Day (IMBD)

- In 1993 - Smithsonian Migratory Bird Center and the Cornell Laboratory of Ornithology.


- IMBD is now the premier education project of Environment for the Americas.
When is International Migratory Bird Day?

*Birds don’t migrate on a single day, so choose the date that works for you and the birds!*

Who coordinates International Migratory Bird Day?

*Environment for the Americas (EFTA)*

- USA
- Colombia
- Mexico
- Others

*Birds Caribbean (EFTA Regional Partner)*

- Caribbean

http://on.natgeo.com/2pJh8LW
www.migratorybirdday.org

Downloadable activities, coloring pages, presentations, event flyers, banners, posters, and more for your event or program.
**Festival International des Oiseaux Migrateurs**

**MIGRATORY BIRD FESTIVAL**

Saturday, October 17th - 9am-1pm
University of St. Martin

The Migratory Bird Festival is a free, public event where residents and visitors alike can see and learn about the migratory birds that travel thousands of miles each year to visit or spend the winter in St. Martin. These amazing birds connect the Americas with their incredible journeys, and St. Martin plays an important role in their life cycle. The event features guided hikes, nature tours, multimedia presentations, a portable pond aquatic investigation activity, migratory bird-themed art activities, and a heritage tree-planting giveaway. For more info, visit: http://www.kodrinoudacer.com

- Guided Bird Tours
- Migratory Bird Presentation
- Portable Pond Aquatic Life Activity
- Kids’ Art Activities
- and much more!

**Día Internacional de Aves Migratorias**

**Proyecto: Reverdece Tu Comunidad**

Conoce las aves migratorias que puedes encontrar en “La Poza” y ayúdanos a protegerlas.

Lugar: Reserva Natural Punta Cucharas (La Poza)
Hora: 7:00 am a 11:00 am
Fecha: Sábado, 29 de octubre de 2016
Contacto: (787) 678-8284

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Caribbean Endemic Bird Festival
"Spread Your Wings for Bird Conservation"

Zoológico de 26
Sábado 23 de abril
10:00 am
TE ESPERAMOS!!!

Centro Ambiental Santa Ana (CASA)
Celebrando 10 años con más niños(as) al bosque
15º Festival de Aves Endémicas de Puerto Rico y el Caribe

¡Separa la fecha!
Pajareando en el Bosque
Domingo 24 de abril de 2016
9:00 AM - 12:00 PM
Parque Nacional Julio E. Monagas, Bayamón
[Libre de costo]

Palmas del Mar Homeowners Association
te invita:
Feria Ambiental
celebrando
14º Festival de Aves Endémicas del Caribe
"Restaura el Hábitat, restaura las Aves"
Domingo 26 de abril del 2015
8:00am - 4:00pm
Libre de costo

Lugar: Bosque de Pterocarpus en Palmas del Mar Humacao, PR

Tendremos:
• Charlas
• Talleres
• Recorridos - observación de aves
• Exhibiciones

Para más información: (787) 285-6425

Festival de Aves Endémicas del Caribe
Puerto Rico 2016

La Sociedad Ornitológica Puertorriqueña, Inc.
invita a todos a este gran evento entre los días
22 de abril - 22 de mayo
SOPPR.org
(Photo by: Orisha Joseph)
Salva Nuestras Aves Marinas

Los maravillosos humedales del Caribe insular

Migratory Birds of the West Indies

Mangroves of the Caribbean

Survival of the West Indian Whistling-Duck

You can help:
- Report Bird bands
- Tackle accidental hunting
- Leave and fence-burn mangroves
- Protect mangroves, ponds and marinas
- Avoid the point promenade

http://www.birdscaribbean.org/
Why are Caribbean wetlands so important?

• Biodiversity and habitat for birds and wildlife!
Birds are excellent ambassadors for nature conservation

- Easy to observe, beautifully colored, endlessly fascinating behaviors.
- Part of our natural world that everyone can enjoy and appreciate
- Bird-watching (or “birding”), is one of the fastest growing hobbies in the US and around the world.
Recommendations

A. Identify Your Audience

Who do you want to engage?

- Families
- Youth
- Adults
- Scouts
- Diverse or Specific groups, such as physically limited people or senior citizens

B. Consider the Schedule

- to avoid clashes
C. Advertising Your Event

- On-Line News
- Flyers
- Posters
- Social Media: Facebook, Twitter, etc.

Direct Invitation to Key Groups

- Scouts
- Seniors
- Schools
- Other Target Audiences
General Recommendations

How to engage people at your wetland site:
• Get people engaged in learning about birds, birdwatching, and bird conservation
• Increase participation in your activities overall
• Complement year-round programs
• At first, host a simple bird-focused event
• Share a conservation theme that focuses your event and benefits birds

Event Recommendations

➢ 1st Year Event: Keep it Simple
➢ 2nd Year Events: Keep it Simple
➢ 3rd Year Events: Add an Attraction
➢ 4th Year Events: Grow it!
IMBD Sponsors

Title Sponsors

Program Sponsors

Smithsonian Migratory Bird Center

Partners

Regional Partners
Some of **Birds Caribbean** partners
Never too young to get started!
Connect with us!

For more information about IMBD:
info@environmentamericas.org
303.499.1950
www.migratorybirdday.org
Facebook: Environment for the Americas
Instagram: EFTA_Birdday
Twitter: EFTA_Birdday

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– Contact: Lisa.Sorenson@BirdsCaribbean.org