BIAZA
BRITISH & IRISH ASSOCIATION OF ZOOS & AQUARIUMS

BIAZA COMMUNICATIONS CONFERENCE 2025

5 - 6 November 2025 I Yorkshire Wildlife Park

YORKSHIRE Wildlife PARK

5 November - Day 1

9.30	Registration	
10.00	Welcome & housekeeping	*Gareth Siddorn - Communications Working Group*
10.05	The story of Yorkshire Wildlife Park	*Cheryl Williams - Yorkshire Wildlife Park*
10.30	AI, websites & digital customer experience	*Neil Lewin - Semantic*
10.45	Break	
11.00	Maximinising the voice of small zoos	*Martin Blythe-Sweetingham - Talking Tortoise*
11.20	Getting the most out of your keepers	*James Dennis - Zookeeping 101 Podcast*
11.40	Hacked off - managing communications in a cyber crisis	*Roisin Fitzgerald - Fota Wildlife Park*
12.00	Break	
12.05	**Workshop**: Digital security escape rooms	*South Yorkshire Police*
13.05	Lunch	
14.00	Tours of Yorkshire Wildlife Park	
15.30	Big Cats in Crisis	*Cam Whitnall - Big Cat Sanctuary*
15.50	Jimmy Doherty's Big Bear Rescue	*Lauren Dodman - Jimmy's Farm & Wildlife Park*
16.10	Yorkshire Wildlife Park's lion rescue	*Cheryl Williams - Yorkshire Wildlife Park*
16.30	**Panel**: rescue & the role of zoos	*Cam Whitnall, Lauren Dodman, Cheryl Williams*
16.40	End of Day 1	
19.00	n-gage.io's dinosaur pizza party	*Sponsored by n-gage.io*

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6 November - Day 2

9.00	What can we learn from anti-zoo campaigns?	*Andy Hall - BIAZA*
9.20	Building corporate relationships	*Rachael Cozens - ZSEA*
9.40	Brown bear brain surgery - communicating veterinary care	*Nathan Harding-Lee - Wildwood Trust*
10.00	Green washing & green hushing	*Duncan East - Marwell Wildlife*
10.20	Break	
10.50	Snapshot: illuminating the underwater world through digital media	*Jessamyn Reddy - National Marine Aquarium*
11.10	Do zoos need their own documentaries?	*Rebecca Blanchard - ZSL*
11.30	Oryx, crayfish & conveying conservation	*Marwell Wildlife team*
11.50	Break	
12.00	**Workshop:** navigating new digital audiences	*Olly Reed - Navigate*
13.00	Lunch	
13.45	Smashing meta & google ads	*Redmond Boulton - Do Some Digital*
14.05	Rebranding Lincoln Zoo	*Neil Mumby - Lincoln Zoo*
14.25	Getting involved & making your voice heard	*Maria Carbin - BIAZA*
14.40	Closing remarks & awards! Will you win?	*Andy Hall & Gareth Siddorn*
15.00	End of Day 2	

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