

Hard to tell, hard to sell
INNZ Spring Workshop and AGM
15 – 16 September 2012
Canterbury Horticultural Centre
Hagley Park, Christchurch

Registration is now open for the INNZ Spring Workshop! We've got some fabulous speakers and activities lined up. On Saturday, we'll hear from a panel of speakers talking about how they approached the challenge of telling difficult stories. In the afternoon, we'll head to the Canterbury Museum to experience the Canterbury quake exhibit. Sarah Murray will tell us a bit about the challenges of bringing the exhibit together. After the museum, we'll enjoy drinks and nibbles while we stroll through some of the Greening the Rubble sites in central Christchurch. Rhys Taylor will tell us about the development of the sites. Dinner at [Pomeroy's Historic Brewery Inn](#) caps off the day.

On Sunday, we'll start the day with the AGM over a cup of coffee or tea. We will have some executive committee positions to fill at the AGM; please consider whether you would be willing to step up and take an active role on the executive. If you'd like to know more about what being on the executive entails, feel free to contact our chairperson, Robinne Weiss by [email](#) or phone (03 324 2825).

After the AGM, we'll explore the art of telling difficult stories through video. Mike Peters, from Bush Telly will give us tips on video production, and then we'll use video and photos taken during the weekend, plus free video editing software to create a video interpreting the interpretive profession (a truly difficult story to tell!).

We top off the workshop with a rapid-fire pecha kucha session. This is your chance to present your latest fun idea or project, or raise interpretive questions for us to think about. A Pecha Kucha presentation follows a strict format—20 slides, 20 seconds per slide, so each presentation lasts just 6 minutes 20 seconds. This session was very popular last year, and we're looking forward to another set of fun, thought provoking presentations this year. You can sign up for a pecha kucha slot on the workshop registration form.

About the speakers

Joanna Orwin is author of several books, and has also delved into interpretation writing and science editing. Her historical novel, *Collision*, tells of a collision of cultures doomed to end in tragedy. Joanna shares with us the challenges of retelling this true-life story from both French and Maori perspectives.

Oli DuBern is the Visitor Experience Manager at the Wellington Zoo, where he has had the privilege of being involved in the development of interpretation and the visitor experience across the whole zoo. He will present his experiences communicating climate change to visitors.

Stephen Espiner is Senior Lecturer in Parks, Recreation and Tourism at Lincoln University. Much of his research centres on recreation and visitor behaviour. He has been researching visitor behaviour at Franz Josef and Fox glaciers for over a decade, and will discuss the effectiveness of new hazard interpretation signage at the glaciers and the planning behind hazard communication.

Sarah Murray is Curator of Canterbury Social History at the Canterbury Museum. She will share the incredible task of putting together a 300m² exhibition on the Canterbury earthquakes in just three months...while the earthquakes were still happening.

Rhys Taylor is a consultant who has worked as a Project Worker for the Greening the Rubble project in the aftermath of the Canterbury Earthquakes. He will tell us about some of the challenges and opportunities of this project.

Mike Peters is Producer-Director of Bush Telly. He has produced 120 natural history programmes, and will share some filmmaking tips with us.

Wayne Petera, Ngati Kuri, is the co-project manager for a large-scale multi-agency interpretation project -Te Rerenga Wairua/Cape Reinga – plus five roadside sites between Te Pahi and Te Reranga Wairua. Wayne worked with kaumatua to identify the stories and then liaised with Ngati Kuri and Te Aupouri to approve each development stage.

Workshop Schedule

Friday 14 September

6 pm Optional dinner at Maharaja Indian (452 Papanui Rd, Papanui, Christchurch)

Saturday 15 September

9.30-10 am Gathering/welcome

10-11.20 Hard to tell, hard to sell case studies:

- Hazard signage at Franz Josef and Fox glaciers (Stephen Espiner)
- Climate change (Oli DuBern)
- Culturally sensitive stories (Joanna Orwin)
- Spirituality and tourism - walking the paths that many fear to tread (Wayne Petera)

11.20-12.00 Distilling guidelines for telling difficult stories

Working in small groups, participants will brainstorm common themes or guidelines from the presentations and their own experiences.

12-1 pm Lunch

1.15-4.30 pm Canterbury Museum quake exhibit (Sarah Murray)

5-6 pm Greening the Rubble tour with drinks and nibbles (Rhys Taylor)

6 pm Dinner at Pomeroy's

Sunday 16 September

9-9.30 am AGM café

We'll do our organisational business over a cuppa this year. Please join us with your ideas for workshops and improved member services in the upcoming year.

9.30-11.30 am Workshop—telling difficult stories through video (INNZ Committee and Mike Peters, Bush Telly)

In this workshop, we'll learn some guidelines for shooting and assembling video to tell a story. Then we'll use footage and photographs shot during the weekend and free online software to create a video interpreting the interpretive profession.

11.30-12 pm Small group discussion: When is it time to tell the story?

12-1 pm Lunch

1-2 pm Pecha kucha sessions

2-2.30 pm Evaluation/closing

Accommodation

We are encouraging folks to stay at [Jailhouse Accommodation](#) in the former Addington Prison. This quirky hostel is a NZ Historic Places Trust Heritage building, and includes historical display rooms. The Jailhouse has a variety of rooms, all with shared facilities. It is within walking distance of the Horticultural Society where the workshop is being held.

Room rates:

Single room from \$79

Twin bunk room from \$79 per room

Double/twin from \$85 per room

Family room from \$160 per room

Dorm beds from \$30 per person

Phone: 0800 524 546

Other moderately priced options within walking distance include:

[Argyle on the Park](#) (room rates from \$125 per night) ph 03 324 9186

[Ashley Hotel](#) (room rates from \$125 per night) ph 03 348 5049

[Central Park Motor Lodge](#) (room rates from \$125 per night) ph 03 343 2090

Please arrange your own accommodation, as this is not covered in the workshop registration.