

LINK Congress 2024

Tackling false narratives: environment & conservation in the age of dis- and mis-information

9 October 2024: 13:00 – 20:30: Royal George Hotel, Perth

Agenda and timing

13:00 – 13:45: Lunch

13:45 – 13:50: Welcome and structure of the afternoon and aims of the event

13:50 – 14:00: The challenge: Deborah Long, Chief Officer, Scottish Environment LINK

14:00 – 14:20: Keynote 1: Cllr Heather Anderson, Convener Climate, Environment and Biodiversity, Dundee City: Taking people with you as we tackle the climate

14:20 – 14:40: Keynote 2: Jason Ormiston, Head of External Affairs, Naturescot: It's a noisy world - how do we make our point heard?

14:40 – 15:00: Panel session: Q and A

15:00 – 15:30: Break

15:30 – 16:30: Choice of 3 workshops:

What do people really think: Dan Paris, Advocacy Manager, Scottish Environment LINK

Dealing with false and racist narratives: Danny Carden, Communications and Engagement Manager, Ramblers Scotland

Mis information and journalism: how it's viewed and used: Ginny Sanderson, Campaigns and Communications Officer, RSPB Scotland

16:40 – 17:00: Panel Q and A: keynote speakers plus workshop leads

17:00 – 17:15: Wrap up: Deborah Long, Chief Officer Scottish Environment LINK

17:15 – 18:15: optional walk / free time

At the end of the afternoon, there is an option of a local walk for some fresh air and nature, or a drink and networking in the bar before the evening session starts at 18:30.

18:30: Welcome and dinner served

19:30: After dinner speech: Claudia Beamish, LINK Honorary Fellow. Followed by thoughts from the room: Tea / Coffee served during discussion.

20:30: Close and networking in the bar.