

## Sixth International Zoo Marketing Conference - Pretoria, S. Africa

9th - 12th October 2007 hosted by the National Zoological Gardens of South Africa, Pretoria

The 6th International Zoo Marketing Conference was a great success. In the extremely pleasant surroundings of Kwalata Game Ranch the about 90 participants enjoyed a fascinating Keynote address by Prof. Melville Sayman of Potchefstroom University, presented themselves or listened to 33 interesting technical papers, participated in three workshops and had the pleasure of an attractive social programme. Many took the opportunity of going on safari after the Conference.

Almost all presentations have been uploaded on the WAZA website as pps or pdf files. You can go to <[www.waza.org](http://www.waza.org)> under the subcategory EDUCATION & MARKETING then MARKETING then Marketing Conference, Pretoria, South Africa, where you will find not only the technical paper and key note presentations, but also background material used at the workshops, conference memories, wildlife impressions and the official conference photograph. To have a full screen view of the powerpoint presentations, click on the right key of your mouse.

And to further stimulate your interest, here is a sort of Table of Contents which you may access on the web by looking on the WAZA website. We hope this combination of ZOOS' PRINT and the web will be useful to you. Zoo Marketing is a field that has definitely been neglected in the region of South Asia. Maybe this will be the first step to rectifying or improving that.

### Workshops

WS1 Countdown 2010 -The BioDaVersity Code  
WS1 Action Now for Life on Earth  
WS2 Year of the Frog - Background (pps, 3.6 MB)  
WS2 Extinct is forever (pps, 3 MB)  
WS2 Their future in our hands (pps, 2.9 MB)  
WS3 How to communicate bad messages (pps, 1 MB)

### Technical papers

Melville Saayman - Tourism Marketing: Challenging the Future (pps, 720 MB)  
Dave Morgan - African Zoos - Quo vadis (pps, 3.7 MB)  
Jörg Junhold - Market research for development of successful marketing concepts for zoos (pps, 3.7 MB)  
Henrik Lehmann Andersen - Star rating visitor attractions - the marketing aspects (pps, 2.1 MB)  
Sue Allen - Anatomy of a successful sponsorship (pps, 2 MB)  
Louise Gordon - Marketing strategies at Johannesburg Zoo (pps, 1.5 MB)  
Jörg Adler - Black swan in love with a pedal boat (pps, 2.5 MB)  
Alistair Kirk - Speed 3 - A case study (pps, 1.9 MB)  
Vit Kahle - Three important marketing projects of Prague Zoo (pps, 1.15 MB)  
Hardus Koekemoer - The use of innovation and technology as a communication tool in a zoological environment (pps, 3.6 MB)  
Stephen McKeown - Visitor studies -learning how to enhance the visitor experience (pps, 4 MB)  
Chris Rumble - Understanding and improving your visitor experience (pps, 350 KB)  
Marielle v. Aggelen - Child Zoo Director as marketing tool and Free Publicity hit in Netherlands (pps, 1.8 MB)  
Isabel Chen - Conservation Marketing Singapore (pdf, 3.25 MB)

Frank Oberwemmer - Successful integration of conservation marketing work of Zoos (pps, 2.6 MB)  
Annette Fitzgerald - Incorporating The World Zoo and Aquarium Conservation Strategy into UK Zoo Strategy (pps, 2.4 MB)  
Judy Mann - Sea World at uShaka Marine World - Meeting the marketing challenges of an African Aquarium (pps, 3.4 MB)  
Lorenzo v. Fersen - Deadline - Time for the Ocean is running out (pps, 1.5 MB)  
Frank Oberwemmer - Amphibian campaign - the example "Zürich Zoo" (pps, 2.8 MB)  
Peter Dollinger - The louder the frog, the more rain: How we can communicate the Amphibian crisis (pps, 3.4 MB)  
Mark Howitt & Robynn Ingle-Moller -What will we leave behind ? (pps, 1.5 MB)  
Bert Smit - Emotional communication as a tool for conservation marketing (pps, 1.6 MB)  
Peter Dollinger - Brands in the zoo world - how clever is what we do? (pps, 1.7 MB)  
Cheryl Williams - The importance of promoting animal welfare at Zoos (pps, 1.7 MB)  
Robynn Ingle-Moller - Marketing using behavioural enrichment in the NZG SAfrica (pps, 2.1 MB)  
Greg McManus - Environmental performance certification as a marketing tool (pps, 1.3 MB)  
Andrew Seguya - Marketing for sustainability - experiences and lessons learnt (pps, 2.3 MB)  
James Musinguzi - Using education as a marketing tool (pps, 100 KB)  
Joanne Lalumière - Multiple facets to enhance Zoo Marketing (pps, 1 MB)  
Maria Rasmussen - Improving rating and attractiveness of Goldau Animal Park (pps, 1.6 MB)  
Felix Weber - Value added by a Zoo -The economic relevance of Goldau Animal Park (pps, 700 KB)  
Romana Bujackova - Direct marketing in Zoo Zlin (pps, 2.4 MB)