

# CONFERENCE TRACKS

## THE LIVING LANDSCAPE

Our gardens are defined by many diverse factors, which include history, art, architecture, exhibitions, garden design, plant selection, best horticultural practices, sustainable landscapes, food gardens, pollinator habitat and other ecosystem services, accessibility, and sustainable operations and facilities. What makes your gardens and landscapes come alive for visitors? What sets them apart? The garden, in all its essence, is the foundation of this track.

### TARGETED COMMUNITIES

- Arts & Exhibitions
- Design & Planning
- Food & Agriculture
- Historic Landscapes
- Horticulture, Greenhouses, and Facilities
- Native Plants
- Plant Collections
- Sustainability

## COLLECTING AND CONSERVING

Public gardens work on the leading edge to document and preserve plant diversity. Preparing for immediate and long-range climate change requires strength of vision and offers opportunities for great innovation. How is your garden a champion for the plant kingdom? Using technology and innovation to sustain the wealth of your data? Crossing departmental lines to share your conservation victories? Bring your questions and your proposed solutions.

### TARGETED COMMUNITIES

- Horticulture, Greenhouses, & Facilities
- Native Plants
- Plant Collections
- Plant Conservation
- Plant Nomenclature & Taxonomy
- Sustainability
- Technology & Innovation Professionals (TIPS)

## EDUCATION AND COMMUNICATION

Public gardens bring science to life for so many audiences, with interpretation, education, and communication programs that impact communities in and outside of the garden gates. How are you communicating your conservation, collections, and research in collaboration with others? How do you catalyze visitors to become action-oriented toward conservation and stewardship in the face of climate change? How do you measure your impact on your diverse and expanding audiences through all communication channels?

### TARGETED COMMUNITIES

- Arts & Exhibitions
- College & University Gardens
- Development & Membership
- Education
- Emerging Professionals
- Food & Agriculture
- International Gardens
- Marketing & Communications
- Plant Conservation
- Sustainability
- Technology & Innovation Professionals (TIPS)
- Volunteer Engagement

## MAKING FRIENDS, MAKING MONEY

People are at the heart of every fiscally sustainable public garden. Good partnerships, whether with the public, your member base, volunteers, sponsors, or other institutions, bring more opportunities for outreach and funding. What creative means have you applied towards recruiting for and strengthening workplace diversity? How have your institutional friendships and collaborations enriched your garden's long-term well-being and the economic health and resilience of the greater community?

### TARGETED COMMUNITIES

- College & University Gardens
- Design & Planning
- Development & Membership
- Emerging Professionals
- Finance & Operations
- Guest Services
- Marketing & Communications
- Small Gardens
- Sustainability
- Volunteer Engagement

## LEADERSHIP, INNOVATION, AND ADVOCACY

Envisioning the next generation garden through successful leadership, at all levels, will take an institution and its staff to new heights and foster organizational excellence. How do you cultivate new talent; apply cutting edge ideas to economic, environmental, and social sectors; and identify successful strategies? How do you determine strategic imperatives and ensure the success of new initiatives while increasing relevancy and viability of your garden?

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