

# Changing Minds 2021: UK City Nature Challenge

Friday 29th January 2021, 1:00 – 4:30pm

Register for free at:

<https://hopin.com/events/changing-minds-2021-city-nature-challenge-uk>

The Natural  
History  
Consortium

Time	Session	Room
12:30pm 30 mins	<b>Hopin Familiarisation / Informal Networking</b> Explore the Hopin conference platform and chat with other partner organisations using the networking function. The Natural History Consortium team will be on hand to help with any Hopin troubleshooting.	Sessions
1:00pm 5 mins	<b>Introduction to City Nature Challenge</b> What is City Nature Challenge? What has happened in the UK before? How can I take part outside of the competing UK cities? Useful context for taking part in 2021.	Stage
1:05pm 20 mins	<b>'Where are the records going?' Data Pathways</b> We'll explore the value and limitations of the City Nature Challenge data in this presentation and Q&A.	Stage
1:25pm 10 mins	<b>Break</b> Grab a cup of tea before getting stuck into the interactive sessions!	
1:35pm 1 hour	<b>Programming: More than a marketing campaign</b> Join forces with fellow City Nature Challenge organisers in this interactive content creation workshop, as we start to build a national programme.	Stage / Session breakout rooms
2:35pm 10 mins	<b>Break</b>	
2:45pm 30 mins	<b>Fireside Chats</b> Join a themed, small group networking chat to share tips and learn from others.	Sessions
3:15pm 10 mins	<b>Break</b>	
3:25pm 1 hour	<b>Marketing: The national picture</b> A collaborative, interactive session to share ideas and work towards co-creating a national City Nature Challenge marketing plan.	Stage / Session breakout rooms
4:25pm 5 mins	<b>Closing Remarks</b>	Stage