

Design meets Dialogue Part 3: Engaging Your Audience Through a Virtual Tour

February 20, 2024

Webcast Tech Tips and Reminders



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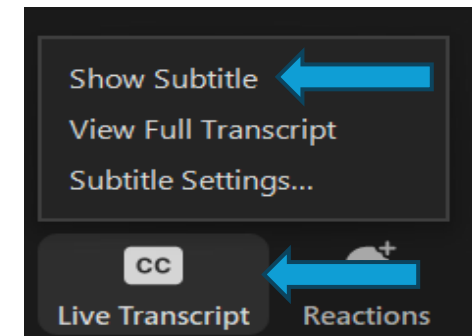
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Session Presenters



Zach Druga, Government Affairs & Advocacy Manager, CLARB



Edward Kinney, PLA, MLA, ASLA, ISA

THE AGENDA

Background

**Reframing
Opportunities**

**Demo of
Resource**

Feedback

Interactive Resource Background

What is the resource?

- Virtual tour of Greenville, SC
- Site plans, construction photos, details on landscape architect projects
- Locations include a zoo, riverfront, park, downtown streetscapes

Why was it developed?

- Opportunity to utilize framing strategies
- Address misunderstanding of the profession
- Different way to engage with audiences

Potential Uses

- Explaining the profession to policymakers
- Demonstrating practice for other professions
- Growing interest in the profession
- Future opportunities?

Advocacy Uses

- ✓ Relatable examples of landscape architecture projects
- ✓ Large-scale design projects and their impacts
- ✓ Helps defend licensure and proper regulation
- ✓ Clear demonstrations of HSW
- ✓ Economic impact of the projects



Key Framing Strategies

Appeal to the value of community cohesion to reinforce the value of the field

- ✓ Plenty of opportunities to work, live, and play together
- ✓ Show people in the spaces
- ✓ Multiple uses and functions
- ✓ Community benefits



Key Framing Strategies

Explain how landscape architects use their expertise to build a better world

- ✓ Seeing and addressing unfair design
- ✓ Spaces that benefit *everyone*
- ✓ Economic impacts of design work
- ✓ Crime reduction through design



Key Framing Strategies

Paint a vivid picture of how landscape architecture directly benefits people and communities

- ✓ Lead with benefits to people
- ✓ Health and wellbeing
- ✓ Inclusiveness
- ✓ Equity
- ✓ Community ties and safety
- ✓ How do **you** use your design expertise to accomplish these goals?



Key Framing Strategies

Offer strategic examples of your work

- ✓ Think about movements you want to align with
- ✓ Climate action, community safety
- ✓ Think about values for the field
- ✓ Equity, inclusivity, sustainability
- ✓ Consider your audience



Landscape Architecture IRL: Greenville, South Carolina, USA



See how landscape architects transformed the downtown area with this virtual tour — brought to you by CLARB.org

Resource Demo

Walkthrough of resource led by Edward Kinney

Think about your feedback!

Future opportunities, what's missing, additional audiences



Feedback?
We want to hear from
you!



Closing

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