

Screen vs Green



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



- Sai Ravichandran, The Morton Arboretum
- Marnie Conley, Longwood Gardens
- Carissa Dougherty, The Morton Arboretum
- Joanna Groarke, New York Botanic Garden
- Gavin Gulbertson, Denver Botanic Garden



#Publicgardens16
#Screenvsgreen



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Audience Poll Practice



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Panelist Question 1

Panelist's role related to Technology
in their garden

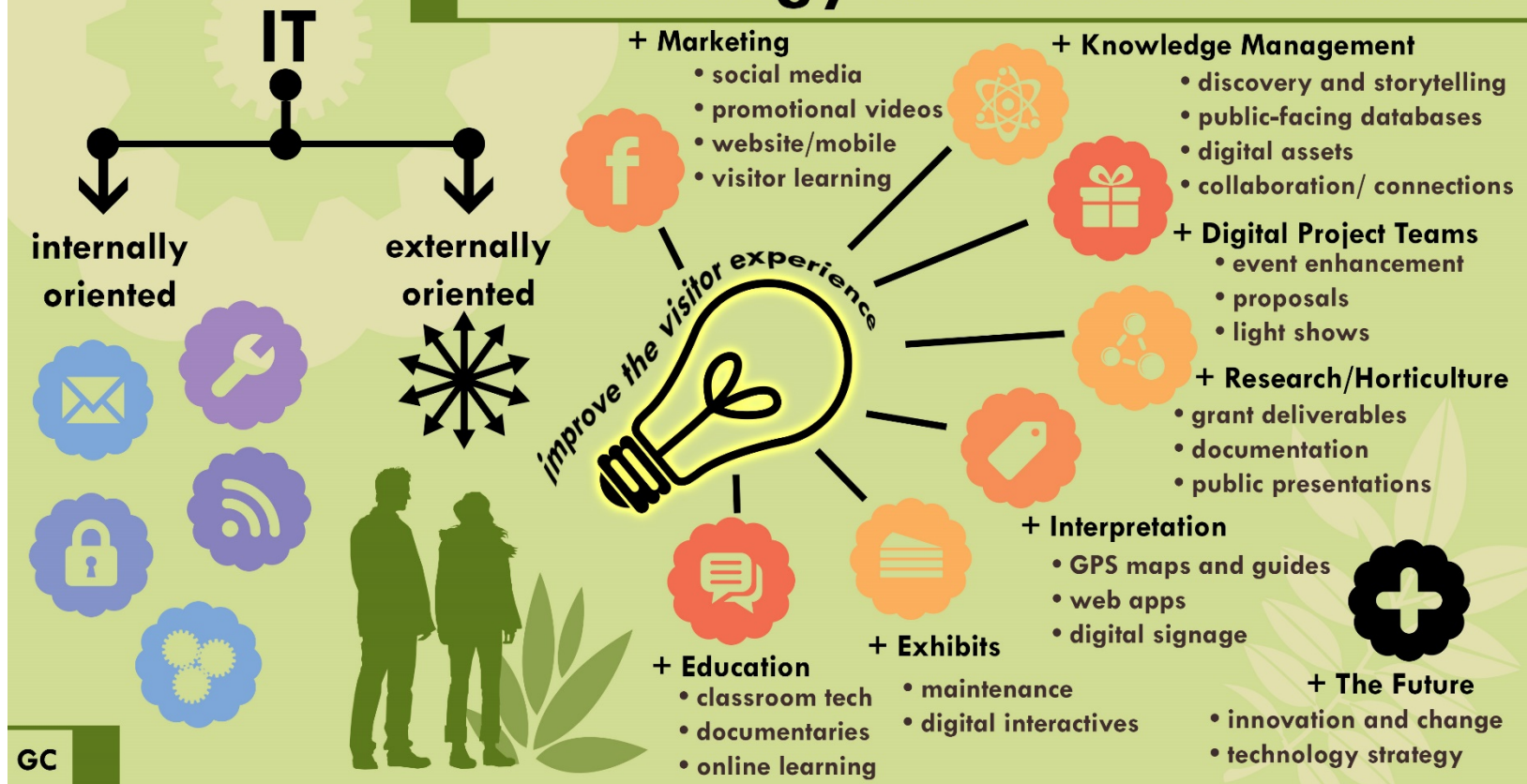


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Technology at a Botanic Garden



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Panelist Question 2

Integrating digital technology with
Visitor experience – Digital disruption?



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Panelist Question 3

Stories of integrating technology
both successful and unsuccessful!

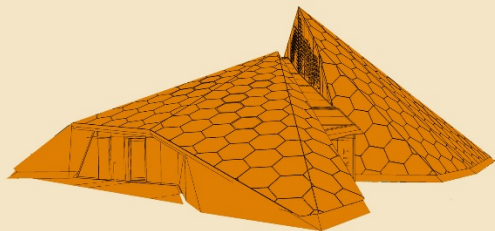


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Exhibit Technology Shares Research



Physical Space



Discovery

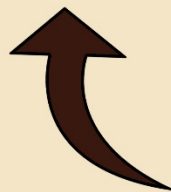


Action

**Citizen Science
Metrics for Grants**



Digital Media



Education



Panelist Question 4

Best practice strategies



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Questions?



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Key Takeaways

- To use or not use digital depends on the specific need you want to fulfill
- Use a cross departmental team approach
- Need IT expertise in development
- Use agile development practice
- Focus on Content FIRST, content TAKES TIME to develop
- Partner with Frontline staff, key allies in the process
- Continue to evaluate and evolve the digital experience after launch.



Thank You!



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