



**SUSTAINING FORESTS, SUSTAINING PEOPLE
THE ROLE OF RESEARCH**

MEDIA ADVISORY KIT

HELD EVERY FOUR TO FIVE YEARS, the International Union of Forest Research Organizations (IUFRO) World Congress is a premier event that brings together the largest global network of forest researchers, resource managers, and decisionmakers in the world. IUFRO's 15,000 members from almost 650 organizations are at the forefront of creating knowledge to sustain forests and support people's well-being. Some 2,500 IUFRO delegates are expected to convene in beautiful Salt Lake City, Utah—in the heart of the Western United States—October 5-11, for the 24th World Congress to share their knowledge, learn from others' experiences, and network with other members. These delegates, along with the Congress's 168 technical sessions, 5 plenary talks, and numerous side events and networking opportunities, present an unparalleled interview and learning opportunity for media and communication professionals. This Congress has not been in the United States since 1971, and will likely not be again in our professional lifetime. We hope you'll take part!

10 REASONS TO ATTEND THE 24th IUFRO WORLD CONGRESS

1. **Endless Story Possibilities.** The 24th IUFRO World Congress is a premier global networking event. Some 2,500 delegates from more than 100 countries are expected. For the media, that means an abundance of interview opportunities

with researchers, land managers, and decisionmakers from, literally, all over the world.

2. **Continuing Education.** 168 sessions featuring more than 2,000 oral and poster presentations put a wide variety of cutting-edge forest science and policy topics within reach. Ever wanted to learn more about, say, climate change, drought, environmental justice, or the impact of trees on human health? Well, now's your chance.
3. **World-Class Plenaries.** The Congress includes 5 plenary talks (with the exception of Wednesday). You'll have the opportunity to learn from industry luminaries about modern timber buildings, tropical forest ecosystems, forest science-management interactions, people and forests, and "forest cities." Plus, all plenary speakers will be available to journalists for post-talk interviews.
4. **New Perspectives.** Many local natural resource issues have global connections and implications. Walk away from the Congress with a more nuanced understanding of the natural resource issues facing the communities your news outlet serves in the place you call home.
5. **Expanded Contacts.** 2,500 delegates from 100-plus countries. The Congress is an excellent way to expand your list of subject matter experts for future stories and projects.
6. **Special Events.** Journalists are eligible to purchase tickets for all- or half-day in-Congress tours on Wednesday, October 8 that highlight science and management in spectacular landscapes. (Space is extremely limited, and tours are filling up quickly.) Tickets are also available for the Welcome Reception, Exposition Grand Hall Opening Reception, and the Farewell Gala.
7. **Media Support.** News media attendees will have full access to the Congress's onsite newsroom, which will feature community laptops, wireless Internet connectivity, printing and charging stations, and refreshments. Conference

communication staff will also be on-hand to help you coordinate interviews and make the most of your Congress experience.

8. **Social Media Connectivity.** The Congress will be optimized for social media interaction. Use the official Congress hashtag, #IUFRO2014, to tag your published stories or blog posts, seek out on-site experts, and track live tweets on Twitter October 5-11 in Salt Lake City. Download the official “IUFRO2014” Congress app to your Apple iOS or Android smartphone to track sessions and events of interest and connect with delegates. And bookmark the [Congress Blog](#) and [official Twitter page](#) to be a part of the greater Congress conversation.
9. **Additional Learning.** The Congress will be held in conjunction with the [Society of American Foresters’ 94th National Convention and the Canadian Institute of Forestry/’Institut forestier du Canada Annual General Meeting](#), which will bring an additional 1,000 forest land managers and decisionmakers to Salt Lake City October 8-11, 2014. For the media, that means even more opportunities to interview and learn.
10. **Free Registration.** [Registration](#) for members of the news media is complimentary (a \$1,250 value). Media attendees will have access to the Congress plenaries, sub-plenaries, and technical sessions; the onsite newsroom and media events; and the trade exhibition floor on Thursday, October 9 from 16:00 to 18:00.

STRUCTURE OF THE CONGRESS

The 24th IUFRO World Congress’s theme is *Sustaining Forests, Sustaining People: The Role of Research*—in recognition of the role of global scientific knowledge in sustainably addressing ecological and societal needs from forests and forest resources. A tree planting ceremony, an IUFRO tradition that commemorates the Congress and provides a gift to the host city, is scheduled for Sunday, October 5, at the Salt Lake City International Peace Gardens. The Congress officially commences with an inspirational

opening ceremony on Monday, October 6, followed by four full days of technical sessions and events (Wednesday, October 8 is reserved for in-Congress field tours). The 168 technical sessions, 5 plenary talks, and 19 sub-plenary talks are organized around the following subthemes:

- Forests for People
- Forest Biodiversity and Ecosystem Services
- Forests and Climate Change
- Forest and Water Interactions
- Forest Biomass and Bioenergy
- Forests and Forest Products for a Greener Future
- Forest Health in a Changing World

The Congress also will include award presentations and receptions and will feature an exposition hall, with vendors and displays. The prestigious Wangari Maathai Award, awarded to an individual for their outstanding achievements for forests, will also be presented at the Congress on October 6. The 24th IUFRO World Congress will close on Saturday, October 11 with a special ceremony and Farewell Gala and celebration.

SPEAKER AVAILABILITY

The 24th IUFRO World Congress provides direct access to some of the world's leading forest science scholars and practitioners. Leadership from the Congress's host agency—the U.S. Department of Agriculture's Forest Service—will be available to media for interviews, including:

- Tom Tidwell, Chief, U.S. Forest Service
- Jimmy Reaves, Deputy Chief of Research & Development, U.S. Forest Service

In addition, the Congress's plenary speakers will be available for interviews in the onsite newsroom immediately following their talks:

- Andy Buchanan - Professor of Timber Design at the University of Canterbury, New Zealand
- David Newbery - Professor for Vegetation Ecology at the Institute of Plant Sciences, University of Bern, Switzerland
- Jack Dangermond - Founder and President of Esri
- David Haskell - Professor of Biology at the University of the South
- Carol J.P. Colfer - Senior Associate at the Center for International Forestry Research and a Visiting Scholar at Cornell University's Southeast Asia Program
- Cecil Konijnendijk van den Bosch - Head of the Department of Landscape Architecture, Planning and Management at the Swedish University of Agricultural Sciences

And, of course, media attendees are encouraged to arrange individual interviews with presenting delegates.

COMMUNITY EVENTS

A variety of community events and celebrations are planned outside of the official Congress program, including:

- A tree poetry slam on Monday, October 6
- A film screening on Tuesday, October 7
- A book reading on Wednesday, October 8
- A tree art display and discounted tree tattoos for the duration of the Congress

ABOUT IUFRO

The International Union of Forest Research Organizations (IUFRO) is the world's forest science network and is a global network for forest science cooperation. It is the only

worldwide international organization devoted to forest research and related sciences. Headquartered in Vienna, Austria, IUFRO is a non-profit, non-governmental nondiscriminatory organization with a long tradition that dates back to 1892. Today, it unites more than 15,000 scientists in almost 650 member organizations in over 120 countries. IUFRO is open to all individuals and organizations dedicated to forest and forest products research and related disciplines.

IUFRO's mission is to promote global cooperation in forest-related research and enhance the understanding of the ecological, economic, and social aspects of forests and trees—including wood and non-wood products, goods, and services. It disseminates scientific knowledge to stakeholders and decisionmakers and contributes to forest policy and on-the-ground forest management.

IUFRO's many stakeholders include research organizations, universities and individual scientists, non-governmental organizations, decisionmaking authorities, forest landowners, and other people who depend on forests. The organization promotes networking activities, including the generation, exchange, and dissemination of scientific knowledge; and the provision of access to relevant information and of assistance to scientists and institutions to strengthen their research capacities.

To learn more, visit <http://www.iufro.org>.

REGISTER

To register for complimentary news media attendance, contact Yasmeen Sands at ysands@fs.fed.us. You also may register onsite any day of the Congress with proper media credentials. To learn more about registration, visit <http://iufro2014.com/sub-news/press-registration/>. We look forward to seeing you in Salt Lake City, Utah, USA, October 5-11!