

Seminar: Vanessa Serrao

Presenter:

Vanessa Serrao, National Geographic

Time of Event:

Thursday, February 13, 2020 - 11:00

Location:

National Socio-Environmental Synthesis Center (SESYNC)

1 Park Place, Suite 300

Annapolis, MD 21401

Title: Using Video for Impact at National Geographic Society

Seminar presented by Vanessa Serrao, National Geographic



Abstract: Millions globally look to National Geographic for its long history of telling impactful stories. Founded in 1888 “for the increase and diffusion of geographical knowledge,” the organization’s original journal has evolved over the years. Vanessa Serrao is Executive Producer of National Geographic Society’s Storytelling division, where she and her team create content that advances the mission of the organization. An award-winning filmmaker, producer and media strategist, Vanessa specializes in telling stories about science, culture, and the intersection of the two. Her talk will provide an inside look at how the non-profit National Geographic Society employs storytelling, and video more specifically, to further their mission to use “the power of science, exploration, education and storytelling to illuminate and protect the wonder of our world.”

Bio: Vanessa Serrao is the Executive Producer of National Geographic Society’s Storytelling division, where she and her team create content that advances the mission of the organization. An award-winning filmmaker, producer and media strategist, Vanessa specializes in telling stories about

science, culture, and the intersection of the two. Her work has helped to raise millions of dollars for wildlife conservation, influenced communities to stop poaching, and made complex scientific concepts accessible to a worldwide audience. Vanessa began her career producing on-air and online content for the Discovery Networks, where her work won a Webby and was nominated for an Emmy. Since then, she has produced media for numerous networks and non-profit organizations including Discovery Channel, National Geographic, Animal Planet, The Science Channel, National Fish & Wildlife Foundation, and the Jane Goodall Institute. Her work has screened at festivals and been featured in publications like the New York Times. Vanessa has her B.S. in Entomology with a concentration in Wildlife Conservation, and her MFA in Science and Natural History Filmmaking.

Event type:

Seminar

Event Attendance:

Open to the Public

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