



## **PARTNER SUMMIT NOTES**

### **OCTOBER 17, 2017**

#### **WELCOME AND INTRODUCTIONS**

[Slides 1-11]

Thank you to everyone who was able to make it to our first ever Partner Summit. The group was welcomed and thanked by The Franklin Institute's President and CEO, Larry Dubinski.

Ellen Trappey and Rachel Giatras will once again be leading the Festival effort on behalf of the Institute. Of course, Gerri Trooskin (Founding Festival Director) is still involved, but in a much more supervisory role. For questions about getting involved, Festival operations, and general Festival questions, talk to [Ellen](#) or [Rachel](#).

The Philadelphia Science Festival is a large endeavor, and it definitely takes a team to make it happen. After all, we need someone to make sure that the city turns green in April (Marketing and Promotions), but before that can happen, someone else has to make those advertisements look fantastic. Our Partners don't always get a chance to meet that team, so we were excited to have them at the Partner Summit. For those of you who weren't able to make it, take a look at Slides 5-11 to meet everyone!

#### **PARTNER ADVISORY COUNCIL**

[Slides 12-16]

We are excited to announce the 2018 Partner Advisory Council (PAC) organizations. This group (formerly known as the Steering Committee or Core Collaborators) will provide significant support in the programmatic development of the Festival. Serving as a representative on the PAC requires a significant time commitment on behalf of these organizations, and in exchange, Advisory Council members receive significant benefits related to recognition, promotion, and access to Festival engagement opportunities. Advisory Council members are expected to attend monthly meetings, suggest content experts for Festival programs, participate in at least one Science After School program, and to provide significant support in the PR/Marketing efforts of the Festival. All organizations must participate as a Partner for at least one Festival before being considered for the Partner Advisory Council.

#### **WAYS TO PARTICIPATE**

[Slides 17-20]

There are four main ways to contribute to the Festival programmatically. Below is an overview. Please refer to the [2018 Get Involved Guide](#) for complete details.

- a. **Provide an Activity**—Contribute to the Festival's spirit of inquiry and discovery by providing an engaging hands-on activity that explores science, technology, engineering, art and/or math! Activity providers are needed for programs targeted to school groups, families and adults. Registration to provide a hands-on activity (for all events EXCEPT the Carnival) is open NOW! Carnival registration will open on January 22, 2018.
- b. **Host an Event**—Festival organizers rely on partners to host Be a Scientist! Programs (April 22) and Citywide Star Parties (April 20). Registration is open now and will close on November 17.

- c. **Serve as an Expert**—The Philadelphia Science Festival highlights the groundbreaking research and technological advancements that are happening throughout the Delaware Valley. In an effort to showcase this important work, experts are needed to lend their expertise on a variety of topics. Registration will open once programmatic needs have been determined. Please check the website at the beginning of December for more information.
- d. **Apply for a Micro-Grant to create a Festival program or project!**—For the first time ever, Festival Partners will have the opportunity to apply for grants that fund programs and projects that take place within the Festival dates. Micro-grants range from \$200 to \$2,000 dollars and will be awarded in three categories: Community-Based Programs, Collaborative Events, and STEM+Art Projects. Please [visit our website for complete details](#). Registration is now open and will close on November 17.

Need some inspiration? We've been approached by several venues who'd like to participate in the Festival (including the [Trestle Inn](#) and [Pinnacle Parkour Gym](#) [pictured in the slide]). Please let us know if you'd like an introduction!

## EVENTIVAL & REGISTRATION

[Slides 21-22]

We are excited to announce that we've chosen a new Festival Management System called Eventival that is much more participant friendly. Once you've created an account, you'll have access to your very own Visitor Page, which provides everything you need for PSF 2018 (including registration links and required documentation). Once the site is fully functional, you'll even be able to communicate with each other through a LinkedIn type messaging feature! This also means the Partner Portal is a thing of the past. We are excited about Eventival and believe it is going to be a huge improvement and we hope you will, too.

Please see the document "Eventival How-To" that Rachel and our wonderful intern Kelly Anne have prepared. It will walk you through the account creation and registration processes.

## 2018 PROGRAM OVERVIEW

[Slides 23-34]

Although the Festival lineup is far from finalized, we are excited to share a somewhat tentative schedule of events. You might notice that the weekday evening lineups look a bit sparse. That's because we are hoping that the Micro-Grant funded programs will round-out the calendar.

- a. **Pre-Festival Event:**
  - STEM Career Showcase (March 16)—Event targeted to HS students that will feature flash talks that highlight STEM professionals. Once the program is over, students will have the opportunity to meet the speakers and learn more about the afterschool programs, camps, internships and mentorship opportunities offered by PSF partnering organizations
- b. **Friday, April 20:** Citywide Star party
- c. **Saturday, April 21:** Science in the Park
- d. **Sunday, April 22:** Be a Scientist!, Fishtown Science Crawl, Murder at the Mutter
- e. **Monday, April 23:** Science After School, Science on Tap
- f. **Tuesday, April 24:** Science After School, Community Night at The Franklin Institute (TBD)
- g. **Wednesday, April 25:** Science After School
- h. **Thursday, April 26:** Science in the National Park, Science After School, Food Market event
- i. **Friday, April 27:**
- j. **Saturday, April 28: Carnival**—Location is currently TBD. With the NFL Draft moving to Dallas, we hope we are one step closer to returning to the Parkway. As soon as the ink has dried on a location agreement, we'll let you all know.

## SPONSORSHIP PRESENTATION

[Slides 35-36]

Our Sponsors are crucial to the Festival effort and we are so grateful to the generous donors who make our science celebration possible. We hope that your organization will consider contributing to the cause! For information about 2018 Sponsorship packages, please reach out to our Director of Corporate Relations, [Casey Satell](#).

## PSF MOBILIZATION HIGHLIGHTS

[Slide 37]

We would like to thank GSK, Children's Hospital of Philadelphia, Thomas Jefferson University, and the Independence Seaport Museum for sharing insights on how they all mobilize and organize their staffs for PSF Participation. If you'd like to learn more, please contact a PSF Staff member. We'd be happy to share best practices or put you in touch with any of these organizations.

## OTHER ANNOUNCEMENTS

[Slide 38]

**Required Documentation**—As in years past, all PSF participants must submit an Indemnification Form and a Certificate of Insurance. This year **everyone must resubmit an Indemnification Form**, but the good news is that it's already been signed on our behalf. The updated form is currently on the Eventual Visitor page, and we'll include it with the Partner Summit notes. This form is due no later than April 2, 2018. Once we have updated language for the Certificate of Insurance, we'll update the Visitor Page with that information as well.

**Partner Webinars**—the Partner Virtual Meetings have been set! Please register for the series by [clicking here](#). Once you've registered, you'll be all set for the year. A bit of advice: if you chose to download the calendar invite from Go-To-Webinar, make sure that it places all of the meetings on your calendar (and not just through 2017). All meetings will take place at 10:00 am on November 8, January 24, February, 21 and March 14.

**Freelance Event Producer**—We are looking for someone to join our team on a VERY part-time basis. [View the job description](#) on the TFI Jobs site, and please spread the word!

**Website and Creative Updates**—The Festival will “look” a whole lot more reinvigorated this year! Our design team has been hard at work updating our print materials, and a new website is also in the works! We'll be excited to roll both out in the coming months.

**Annual Report**—The [2017 Festival Recap](#) is now available on our website. Please distribute throughout your organizations!

## IMPORTANT DATES TO REMEMBER

[Slide 39]

Please be sure to mark your calendars with the upcoming dates and deadlines. Although it's not listed on the slide, we will be holding in-person training meetings for Event Hosts (Star Parties, Be a Scientist! Programs and Micro-Grant Awardees) at The Franklin Institute on March 20 and 21. You need only attend one session. We'll cover event planning best practices, answer any questions that you have and distribute event signage and PSF “swag” giveaways.

And of course, let [Ellen](#) or [Rachel](#) know if you have any questions or if you would like to schedule a call to talk about your Festival engagement!