

**ALL PARTNER VIRTUAL
CHECK-IN #5:
Communications and
Programming Next Steps**

Wednesday, March 19

9:30 am



CALL:

ALL PARTNER

MARCH 19, 2014

AGENDA

- Welcome
- Acknowledgment of Expectations & Indemnification Forms
- Programming Updates
- Marketing Materials Updates and Ordering Overview
- PR Updates
- Website/Web Calendar Updates
- Q & A



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MARCH 10, 2011

PSF IV: THE BASICS

- DATES: APRIL 25 – MAY 3
- 9 Days
- 109 Events
 - 27 Astronomy Night Sites
 - 4 Discovery Days
 - 17 Neighborhood Science
 - 11 Signature Programs
 - 19 Science Cafes
 - 9 Educator Workshops
 - 5 Field Trips
 - 15 Explorer Programs
- 200+ Partners



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PHILADELPHIA SCIENCE FESTIVAL 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4/20 <i>Easter Sunday</i>	4/21	4/22 <i>Last day of Passover</i>	4/23	4/24 FRANKLIN INSTITUTE AWARDS DINNER	4/25 PSF KICK OFF DAY! Potential Leaders' Summit Press Event and Rube Goldberg Science Carnival After Dark Astronomy Night	4/26 DISCOVERY DAY EVENTS: Clark Park Wenling Park Schuykill Center Fox Chase Farm
4/27 EXPLORER SUNDAY (Various locations all day) MESS FEST AT SMITH PLAYGROUND	4/28 Neighborhood Science After School Events (3:30PM – 5:30PM)	4/29 Science Night at the Ballpark	4/30	5/1	5/2	5/3 SCIENCE CARNIVAL ON THE PARKWAY (10AM – 4PM)
Miscellaneous Educator Workshops and School Field Trip Opportunities						
Science Cafés and other programs for adults will take place throughout the week						



The Philadelphia Science Festival
is nominated for **BEST EVENT!**

CLICK HERE TO VOTE NOW!



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PARTNER EXPECTATIONS, INDEMNIFICATION FORMS & COI

- Due ASAP!
- [Expectation Acknowledgment](#)
- [Indemnification](#)
- Certificate of Insurance



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MARCH 10, 2014

SCIENCE CARNIVAL: AFTER HOURS

Friday, April 25

- FINAL CALL FOR REGISTRATION!
- Visit this [link](#) by COB Friday, March 21



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DISCOVERY DAYS

Saturday, April 26

- You can still get involved!
- Participate at one of the following locations:
 - Clark Park
 - Schuylkill Center
 - Hunting Park
 - Fox Chase Farm
- *Registration is open! Visit [this link](#) to sign-up!*



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SCIENCE CARNIVAL

Saturday, May 3

NEXT STEPS!

BY THURSDAY, MARCH 20: Modify exhibit titles and descriptions!

FRIDAY, MARCH 21: You will receive an email from psfcarnival@stocktonandpartners.com containing your exhibit sign verbiage. Your exhibit sign will include you organization name and exhibit title. You will have until Wednesday, March 26 to respond with any corrections.

WEDNESDAY, MARCH 26: Deadline to send changes for exhibit sign verbiage. Changes will not be accepted after Wednesday, March 26.

THURSDAY, APRIL 3: You will receive an email from psfcarnival@stocktonandpartners.com with your exhibit location, load in/out procedures, and lots and lots of other helpful info!

EXHIBITOR CALLS:

- Tuesday, April 8 at 9AM



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EVENT UPDATES

What to expect next?!

ACROSS ALL EVENTS:

- EVENT CHECKLISTS
 - WALK-THROUGHS
 - VOLUNTEER UPDATES
 - SIGNAGE NEEDS
 - GENERAL LOGISTICS FORMS
 - SPREAD THE WORD!!!
- **Ellen Trappey, Community Programming Specialist**
 - Astronomy Night
 - Neighborhood Science After School
 - Discovery Days
 - Educator Workshops
 - Field Trips
 - **Josette Hammerstone, Production Manager**
 - Speaker Prep
 - Café Events
 - Science Carnival After Hours
 - Mess Fest
 - Science Night at the Ballpark
 - **Kyle Gronostasjki, Program Coordinator**
 - Explorer Programs



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PROMOTIONAL MATERIALS

- [Ordering Process](#)

- What's available:

Customizable: rack cards and posters

- Multiple templates

- Astronomy Night
- Adult Programs (food specific or general)
- Family oriented programs)

General Materials: Program guides, buttons, stickers, and folder/posters

- PROGRAM GUIDE QUANTITIES



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MARCH 10, 2014

SCIENCE CHEMISTRY

ALMOST EVERY ELEMENT
IN YOUR BODY
WAS MADE IN AN
EXPLODING STAR



TECH
ASTRO
SPACE
STAR
GEOLOG



PHILADELPHIA
SCIENCE
FESTIVAL

April 25 - May 3

DISCOVERY IS IN YOUR DNA!

www.philasciencefestival.org




Science Carnival on the Parkway

Saturday, May 3, 10:00 AM - 4:00 PM
20th Street & The Benjamin Franklin Parkway
at East of the Franklin Institute

The festival commences with a free all-day event featuring more than 150 exhibitors offering non-stop, family-friendly experiments, games, and a packed lineup of live entertainment and food trucks.

Event Title


Event date/time/location

Grab a blanket and experience the wonders of the night sky in your neighborhood! We'll provide the telescopes and star maps; you bring your curiosity and prepare to embark on a tour of the cosmos!

Philadelphia Science Festival is a proud Philadelphia Science Collaborator and a member of the Philadelphia Science Festival.

#PSF2014 @PhilascienceFest

Plan a date night, take the entire family out, or attend a lecture solo—there's an event for everyone! See all 100+ events, buy your tickets and learn more at www.philasciencefestival.org.

 Created by Philadelphia's science, cultural and educational institutions and organized by The Franklin Institute.

SCIENCE BIOLOGY

SALTY SNACKS
BLOCK THE BITTERNESS
OF A HOPPY BEER



FOOD
STR



PHILADELPHIA
SCIENCE
FESTIVAL

April 25 - May 3

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**PSF Kick-Off Party:
Science Carnival After Hours**
Friday, April 25, 6:30-9:30PM, SC001
The Franklin Institute, 222 North 22nd Street

Kick-off the 2014 Festival with live science demos, music, demonstrations, and a variety of sensory stimulating activities all tailored for grown-ups!

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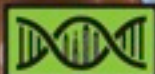
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SCIENCE CHEMISTRY

STAGE FRIGHT OR
IMMINENT DANGER?
YOUR BRAIN REACTS
THE SAME.

TECH
PSYCHOLOGY



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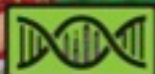


SCIENCE PHYSICS

A BUTTERFLY
CAN TASTE WITH
ITS FEET



STARS
GEOLOGY



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SCIENCE
FESTIVAL

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SCIENCE
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COMMUNICATIONS UPDATES

- Devine & Partners
- [Communications Tools on Partner Portal](#)
- Social Media Tips



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WEBSITE UPDATES

- Calendar is up!
- Tickets are on sale now!
- Spread the word!



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WHAT TO EXPECT NEXT

- What we need from you
 - Order your materials
 - Signed acknowledgement and indemnification forms
- What to expect from us
 - Partner checklists and draft logistics



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QUESTIONS?



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