

**ALL PARTNER VIRTUAL
CHECK-IN #6:
Final Communication
and Next Steps**

Wednesday, April 16
9:30 am



CALL:

ALL PARTNER

April 16, 2014

AGENDA

- Welcome
- The Basics
- Partner Talk- Rachel Fryd, Free Library
- Acknowledgment of Expectations & Indemnification Forms
- What to Expect From Us
- Marketing Final Push
- Q & A



CALL:

ALL PARTNER

April 16, 2014

PSF IV: THE BASICS

- DATES: APRIL 25 – MAY 3
- 9 Days
- 108 Events
 - 25 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



CALL:

ALL PARTNER

April 16, 2014

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 Wentz 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						

Rachel Fryd

Youth Services Coordinator
Free Library of Philadelphia

What to Expect at Your Library Visit



CALL:

ALL PARTNER

April 16, 2014

PARTNER EXPECTATIONS, INDEMNIFICATION FORMS & COI

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



CALL:

ALL PARTNER

April 16, 2014

WHAT TO EXPECT FROM US

- Logistics reports with event details
- Event specific conference calls
- Virtual introductions to PSF Event Staff



ALL PARTNER



CALL:

April 16, 2014

MARKETING, PUBLIC RELATIONS & SOCIAL MEDIA: THE FINAL PUSH

- Please promote your PSF involvement via social media!
 - Use **#psf2014** and **#GetNerdyPHL**
- Use communications tools available on the [Partner Portal](#)
- PSF Night at Whole Foods Market (20th and Callowhill) on Tuesday, April 22!
- Tickets on sale now!
- Join us on April 25 at 11:30am at the Drexel Armory for the World Record breaking Rube Goldberg attempt!



CALL:

ALL PARTNER

April 16, 2014

CONTACT INFORMATION

- Gerri Trooskin: gtrooskin@fi.edu, 215.448.2366
- Josette Hammerstone: jhammerstone@fi.edu, 215.448.1128
- Ellen Trappey: etrappey@fi.edu, 215.448.1346
- Liz Kelley: ekelley@fi.edu, 215.450.0528
- Kyle Gronostajski : kgronostajski@fi.edu, 609.977.5042
- Brianna Taylor: btaylor@devineandpartners.com, 215.568.2525 (PR)
- Jennie Udell: PSFCarnival@stocktonandpartners.com, 800.901.6136 x102 (Carnival)



CALL:

ALL PARTNER

April 16, 2014

QUESTIONS?

- Carnival questions?
- Basic event information?
- Waiting on materials?
- Website issues?

ASK US ANYTHING, we're here to help!



CALL:

ALL PARTNER

April 16, 2011