



2025 Event Guide

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Introduction

Thank you for your interest in hosting an event during Climate Week at Penn, October 13-17, 2025. This year will mark the sixth annual [Climate Week at Penn](#), which has grown from a grassroots effort into a marquee annual event that last year featured 50 events, drawing in thousands of faculty, staff, students, and community members. Involving every school on campus and numerous centers, clubs, departments, and external partners, Climate Week has provided members of the Penn community with a multitude of ways to learn about the climate emergency and to find ways to be involved in climate solutions.

Our theme for this fall’s program is **Hot Spots**. Taken literally, Hot Spots might refer to the heat and fires that climate change exacerbates; in a figurative sense, it could point to a pivotal “hot” topic that has emerged in the discourse around climate, such as the role of artificial intelligence, decarbonization technologies, or sustainable food systems and supply chains. We encourage you to consider how your events might intersect with or touch on this theme.

It's never too early to start planning. Reach out if our organizing team can help brainstorm events, make connections, or share ideas. We look forward to working with you on the next Climate Week at Penn!

Planning Your Event

Preparation & Scheduling

Consider the following items when beginning to conceptualize or plan your event:

- Define your audience
 - What time would be best for your event based on audience type?
- Consider how your event fits into already-scheduled Climate Week events by reviewing the [website](#).
- Review Penn's [Temporary Standards and Procedures for Campus Events and Demonstrations](#) to ensure your event complies.
- Decide whether your event will be held in-person, online, or hybrid, then choose a venue or online platform.
- Decide whether you need A/V support or catering for your event, which can be discussed with those that manage the spaces below.
 - If in-person, consider booking a room at one of the following locations
 - Perelman Quad: <https://perelmanquad.vpul.upenn.edu/>
 - Penn Law: <https://www.law.upenn.edu/its/docs/events/ems-overview.php>
 - Kleinman Energy Forum: email kleinmanenergy@upenn.edu
 - Wharton: <https://operations.wharton.upenn.edu/scheduling-reservations-2/>
 - Weitzman: email Sandi Mosgo smosgo@design.upenn.edu
 - Penn Museum: <https://www.penn.museum/about/host-an-event>
 - Other venues around campus: <https://paach.vpul.upenn.edu/wp-content/uploads/2020/07/EventVenues.pdf>
 - The Climate Week tent on College Green also has limited availability for in-person events. Contact Katie Baillie for more information: kbailie@upenn.edu.
 - If virtual, make sure you have access to a Zoom, Teams, or other account.
- Consider an event recording and live stream.
 - Get email consent from speakers that the event can be recorded and notify audience members at the beginning of the event.
- Schedule a prep call with participants to map out discussion questions, event format, and “run of show” (the order of events, timing, speaker turns, etc.)
- Once your event details are confirmed, **be sure to fill out this [form on the Climate Week website](#) to have your event added.** NOTE: Events will not immediately appear – they have to be manually approved by a staff member. Thanks for your patience!

Publicizing Your Event

Consider the following when publicizing your event to key audiences and on social media:

- How will you collect registrations for the event? Eventbrite is widely used, but registration tracking can also be done in Zoom or using Google or Microsoft Forms.
- Create email invitations, posters, or other marketing materials and schedule event reminders (keep an eye on your email for a social media marketing toolkit with Canva templates to come).
- Social media marketing tips:

- Promote events on social media using **#ClimateWeekatPenn**
 - Tag any sponsoring organizations on your social media posts so that they can easily reshare the information to their networks
 - the Climate Week logo when sharing your event across social media platforms
- Plan ahead for post-event marketing.
 - Consider sharing any event recordings or relevant materials with registrants and attendees with prior consent of the author(s), video owner(s), and speaker(s).

During the Event

- Confirm that your moderator has prepped questions, if applicable.
- Plan to take photos and share them with the Climate Week team after your event. We do have an event photographer, but they do not attend all events on all days.
- Consider sharing bios/presenter information with the audience in the chat (if on Zoom or similar).
- For online events, designate a person(s) to monitor any live chats or questions submitted by the audience.
- Consider using closed captioning for online or live streamed events for greater accessibility.
- Use Prepared Intro/Outro Presentation Slides for Virtual Events. Consider including the following:
 - Welcome – Include a welcome message and let attendees know the event will begin shortly. You can also include reminders like “mute your microphone, turn on/off your camera, drop your name in the chat,” or instructions for submitting questions.
 - Event Title – Provide information about the title of the event, host, and speaker information. Be sure to also include that the event is being held during Climate Week.
 - Agenda – Let attendees know how the event will be structured and include a reminder on the preferred way to submit questions.
 - Thank you – Your final slide could include a thank you message and information on how to get in touch with hosts, presenters, or others for more information. Be sure to include links to websites, emails, social media, etc. and **encourage attendees to share what they learned during the event on social media and tag #ClimateWeekatPenn.**

Post-Event

- Be sure to thank any sponsors, speakers, and other helpful people involved with the event!
- Consider sharing any event recordings or relevant materials with those that registered and attendees with prior consent of the author(s), video owner(s), and speaker(s).
- Please share photos and/or video from your event by emailing them to Heidi Wunder-Riegel at hwunder@upenn.edu.
- Look out for and complete a post-event survey from the Climate Week team.