



World Species Congress

Invitation to Host a Satellite Event

Thank you for your interest in being an integral part of the first World Species Congress! Reverse the Red would like to offer the following information about planning and hosting satellite events alongside the World Species Congress. We are excited to present a program of panels, stories, discussions, and inspiring content that will amplify our collective conservation efforts and facilitate critical connections that accelerate our impact for species.

The World Species Congress - May 15, 2024

The World Species Congress is virtual 24-hour gathering where participants will hear and share successful strategies that can be replicated and scaled to save species, and to facilitate more than 100,000 direct connections and commitments. Partners who choose to host satellite events will play an important role in channeling initiative and innovation into actions from those interested in saving species. Whether you work for or with a zoo, botanical garden, SSC group, government agency, academic institution, nonprofit, or other organization, we welcome all satellite events!

Satellite Event Goals and Objectives

In order to truly harness the passion for species conservation, Reverse the Red partners are hosting synchronous and asynchronous satellite events that are taking place virtually and person. Identifying your audience, positive messaging, and desired outcomes from your event is key to planning a successful satellite event. These events will help to expand the reach of the key messages of the Congress, drive conversations, create or enhance networks, introduce public visitors to behavior change campaigns, provide an opportunity to connect with global biodiversity conservation campaigns, and inspire outside the box thinking.

The following is by no means an exhaustive list of ideas for satellite events. We are encouraging all to make events their own, as you know what will be most useful to your organization and audience.

Helpful Dates for Your Calendar

Wednesday May 15, 2024: **World Species Congress**

Friday May 17, 2024: Endangered Species Day

Wednesday May 22, 2024: International Day for Biological Diversity

Public Events

Events for the public and visitors at your botanic gardens, aquariums, and zoos could include:

- Stream the World Species Congress on public display screens in your entry buildings
- Educating visitors about the IUCN Red List of Threatened and Endangered Species and the status of your species or using Reverse the Red messaging in keeper talks
- Incorporating positive conservation actions you are taking into educational programs or creating a special series
- Hosting a Reverse the Red Picnic at a botanic garden
- Ahead of a panel discussion, host a screening of a conservation film (e.g. [Wild Hope](#))
- Having tables with art projects for kids outlining why they care about threatened species or letters visitors can send to government representatives about the importance of biodiversity
- [Hosting a whole day of events like Bioparco di Roma](#)

Staff Events

- Host an in-person Congress viewing party for staff. By registering your organization, you'll have access to the stream and the ability to show the Congress in the lunch room or conference room. Staff will be energized to discuss innovative projects for your organization, connect with professional development opportunities, or identify potential networking partners
- Invite your staff and board of directors to a targeted strategy session where a portion of the Congress is shown and the organization ideates around ways that your organization currently works to save species, and what tools, resources, partnerships, and strategies could make future commitments more effective

Academic Events

- Stream the World Species Congress on public display screens in your entry buildings
- Host a panel and workshop session encouraging student discussion around biodiversity loss issues and solutions, career pathways, and application of techniques, tools, and new ideas in their research
- Hosting an in-person Congress viewing party for faculty and students. By registering your institution, you'll have access to the stream and the ability to show the Congress in the library, auditorium, or department offices. Faculty and students will be energized to discuss innovative projects for your institution, connect with professional development opportunities, or identify potential networking partners

Regional Species Expert Discussion Events

- Invite your regional conservation partners to an issues- and solutions- based workshop either virtually or in person where you discuss ways tools, resources, partnerships, and strategies that could make current actions and future commitments more effective
- Plan to invite Congress attendees to an in-depth virtual discussion featuring a Congress speaker for more expanded questions and answers or a brainstorming session.

We hope to collect all satellite events into a calendar or map to help promote your events alongside the Congress as we get closer. Please reach out with any questions or to let us know what you're planning: Megan Joyce, Communications Officer | megan.joyce@reversethered.org

Find out more: www.reversethered.org/world-species-congress-2024