

Census of Marine Life 2010: A Decade of Discovery

Outline of Events for London

4-7 October 2010

For more information on the events outlined below, please refer to the detailed event descriptions provided as separate documents. Please bear in mind the plans are still evolving and some of the information in these documents may change.

Sunday, October 3rd

Venue: The Royal Institution of Great Britain, 21 Albemarle Street, London W1S 4BS

10:00 AM-2:00 PM **Rehearsal for News Conference** (exact times to be confirmed)
October 4th panelists, production team and primary organizers only: ~40 people

Goal: To do a dry run through of the News Conference to ensure all participants understand their respective roles and know what to expect to help the program run as smoothly as possible; to explain the proceedings of the news conference, review potentially controversial questions and appropriate responses, and address any concerns of the presenters.

Audience: URI's E&O and Census Secretariat teams, Mark Bauman, the NGS production team, Moderator, Panel members, Terry Collins, and possibly Juliet Heller

Venue: To be determined

6:00-7:00 PM **Briefing for Event Staff** (exact times to be confirmed)
Event Manager(s), staff and volunteers ("conference diplomats"): ~20 people

Goal: To give the event staff / volunteers an overview of their roles/responsibilities and to make them feel as though they are part of a team and involved in an important, influential and international event. Ancillary goals will be distribution of t-shirts (easily identifying staff), emergency cell phone contact numbers, etc. Refreshments will be served.

Audience: None

Monday, October 4th

Venue: The Royal Institution of Great Britain, 21 Albemarle Street, London W1S 4BS

8-10 AM **Physical Set-up of Stage, Reception Area, etc.**
(Some of this – stage – can probably be done on Sunday, October 3rd for rehearsal and left securely overnight)

10:00 AM-12:00 PM **Technical Run-through**
October 4th panelists, production team and primary organizers: 60-80 people
Census SSC, Project PIs and NRIC Chairs welcome

12:00-1:00 PM **Panelists Meeting & Lunch**

October 4th panelists, production team and primary organizers only: ~40 people

1:30-4:30 PM

News Conference on the Census of Marine Life 2010

Exact times to be finalized as planning progresses: ~440 people

Goal: To brief the media and the global public about the Census, announce its scientific advances and findings and explain their importance for society. Focus will be on the Census as a whole. Special invitations will be extended to chief scientists from key Census participant countries, government resource managers and policy makers and international and intergovernmental bodies overseeing marine biological resources and related issues with the goal that they would utilize Census information in their work and lead a call for additional research and monitoring in the field of marine biodiversity.

Audience: Members of the international news media, Census community, and guests by invitation (capacity 440 people)

Format: “Town Hall” style incorporating video elements. A brief video will introduce each themed segment of the presentation, followed by a moderated discussion by a panel of Census representatives. Four themed sessions, after which a panel (which may deflect to other present Census representatives) will take questions from the audience (and potentially from media or online viewers sent via email).

4:30-7:00 PM

Reception

~440 people

Goal: To answer questions and engage in more intimate and specific discussion with invited guests from world governments who can use and continue to fund similar research to the Census.

Audience: Members of the international news media, Census community, and guests by invitation (capacity 440 people)

Format: Light hors d’oeuvres & drinks. Invited toast(s) by appropriate individuals.

Tuesday, October 5th

Venue: The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG

8:30 AM-5:00 PM Science Symposium

Goals: To summarize what was learned, advanced, inspired and achieved during this ten-year initiative. Designed to be an interactive and thought-provoking look at the past ten years’ accomplishments and outcomes, this two-day science symposium will incorporate the major achievements of each Census Project, NRIC and other elements, challenge the Census community to address controversial issues in its current and future research, and provide a look forward to the next steps for marine biodiversity research. Presentations will incorporate visualizations, graphics, and images.

Audience: A more internal audience – Census community & partners. Open to science media and invited guests of the October 4th New Conference. Capacity: 300 people in main hall, 100 extra in “overflow room.” Side room reserved for media interview purposes.

Format: Conference plenary style. On **Tuesday**, there will be a full day of sessions: 2 sessions in the morning separated by a break, 2 sessions in the afternoon (after lunch) separated by a break.

Venue: National Geographic London Store, 83-97, Regent Street, London, W1B 4EW

Evening (To be determined) Book Signing Event (tentative)

Goals: To attract public attention and sales to the Knowlton (and potentially Snelgrove) book, which is published by National Geographic.

Audience: The general public, patrons of NG Store. Census community will be encouraged to attend.

Capacity: Unlimited (?), assuming constant traffic flow

Wednesday, October 6th

Venue: The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG

8:30 AM-3:00 PM Symposium

Goals: To summarize what was learned, advanced, inspired and achieved during this ten-year initiative. Designed to be an interactive and thought-provoking look at the past ten years' accomplishments and outcomes, this two-day science symposium will incorporate the major achievements of each Census Project, NRIC and other elements, challenge the Census community to address controversial issues in its current and future research, and provide a look forward to the next steps for marine biodiversity research. Presentations will incorporate visualizations, graphics, and images.

Audience: A more internal audience – Census community & partners. Open to science media and invited guests of the October 4th Presentation. *Capacity:* 300 people in main hall, 100 extra in “overflow room.” Side room reserved for media interview purposes.

Format: Conference plenary style. On **Wednesday**, there will be a half day of sessions: 2 sessions in the morning separated by a break. After lunch, we will conclude the symposium with a “recognition ceremony” to acknowledge each Project and NRIC.

3:00-7:30 PM Participants can hold individual discussions at their hotels, explore London and prepare for the evening's festivities. Informal meetings may be held in the Wellcome Trust Hall until 5:00 PM.

Venue: Natural History Museum, Cromwell Road, London SW7 5BD

7:30 PM-12:00 AM Celebration

Goals: To celebrate and honor ten years of dedication and hard work by the more than 2000 Census scientists who made the Census possible and those who provided the funding and supported the infrastructure and research to bring the Census Program together.

Audience: Census community & guests by invitation (capacity 500 people)

Format: Buffet dinner. No formal presentations, but some toasts, recognition of SSC and sponsors, Galatée footage viewing, perhaps a good place to feature a video on the personal side of the Census (Census-produced videos and filmed interviews). Potential for live music performance.

Thursday, October 7th

Venue: The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG

9:00 AM-5:00 PM Census “Leadership” meeting

Goals: To ensure the Census leadership depart London with a sense of accomplishment in what they've achieved to date and a vision for the future. The group will begin to discuss outcomes of the London events, though some time will be needed to fully appreciate the outcomes and to be truly reflective and evaluate success. This meeting will be generally forward-looking. An ancillary goal will be to formally thank the leadership committees who volunteered so much time and thought to the building and success of the Census.

Audience/Attendance: The SSC, Synthesis Group and NRIC Chairs (~ 60 people)

Format: Usual SSC meeting style

Venue: Oxford & Cambridge Club, 71-77 Pall Mall, London, SW1Y

Evening (To be determined)

Dinner for Census "Leadership"

The SSC, Synthesis Group and NRIC Chairs (~ 60 people)