



## Guide to NOAA Restoration Center Event Planning



The Restoration Center outreach staff can provide a variety of resources when you are planning your event. Please feel free to contact us (as early as possible) so that we can assist you with the following:

1. Prioritizing efforts (i.e., determining the most appropriate level of involvement at partner-led vs. Restoration Center-led events)
2. Writing press releases (with staff input) and obtaining NOAA quotes
3. Requesting dignitaries and editing briefing materials
4. Congressional outreach
5. Obtaining clearance on all event-related items
6. Designing agendas/event timelines
7. Designing save-the-dates and invitations (electronic or hard copy)
8. Creating project fact sheets



### Important Information for Working with NOAA

- NOAA does not do joint press releases. However, we are happy to provide a quote in your release (we just need to allow Public Affairs to look at the draft). NOAA will also often distribute its own release to allow for maximum press coverage; we will include a quote from your organization and generally reflect the same messages in the release.
- NOAA cannot pay for food, drinks, or other entertainment at events. If you want to include these, they need to be sponsored by your (or another partner) organization.
- Confirming a speaker for an event can take a long time, so the earlier you start the planning process the better.
- The best events, and the most likely to get media attention and a high-level NOAA dignitary, are those that highlight something newsworthy: a groundbreaking, a major project milestone, or a celebration/project completion.

### Partner-Led Events with a NOAA Dignitary

Inform the RC outreach staff as soon as possible about the event so that they can help coordinate, flesh out ideas, suggest speakers, etc. Then, follow the schedule below to ensure that all necessary materials are completed and cleared in time for the event:

1. **6 weeks out:** NOAA will work with you (the partner organization) to submit an event request to agency leadership. A response usually takes less than a week.
2. **4 weeks out** (or once a speaker is confirmed): Work with RC outreach staff

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to develop agenda. Begin working with the staff to put together a press release, media advisory and quote.

3. **4 weeks out:** If inviting Congressional representatives, please contact RC outreach staff and let them know. This is particularly important as NOAA is constantly reaching out to congressional staff through its Legislative Affairs office.
4. **3 weeks out:** This is a good time to begin working with NOAA to put together briefing materials and talking points for any VIPs attending. This should include background material, along with the talking points, press release, and a project fact sheet if applicable. These need to be cleared by NOAA at least one week in advance.
5. **2 weeks out:** Share all relevant event materials (invitation, attendee/speaker list, info on who is hosting, all finalized outreach materials) with NOAA outreach staff and other partners involved.
6. **2 weeks out:** Final draft of media advisory ready for distribution.
7. **1 week out:** Request any outreach materials (banners, brochures, give-aways) from outreach staff.
8. **1 week out:** NOAA outreach staff and regional staffer will brief dignitary on event.
9. **1 week out:** Media advisory sent.
10. **1 week out:** Final draft of press release approved by partner and NOAA.
11. **Day of event:** Press release sent.

### Partner-Led Events, NOAA Providing Quote Only

Follow the steps below:

1. **2-3 weeks out:** Submit draft press release for comment to outreach staff. RC outreach staff will develop and clear a quote for the release. They will return the cleared quote and edited draft release one week before event.
2. **1 week out:** Request any outreach materials (banners, brochures, give-aways) from outreach staff.

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