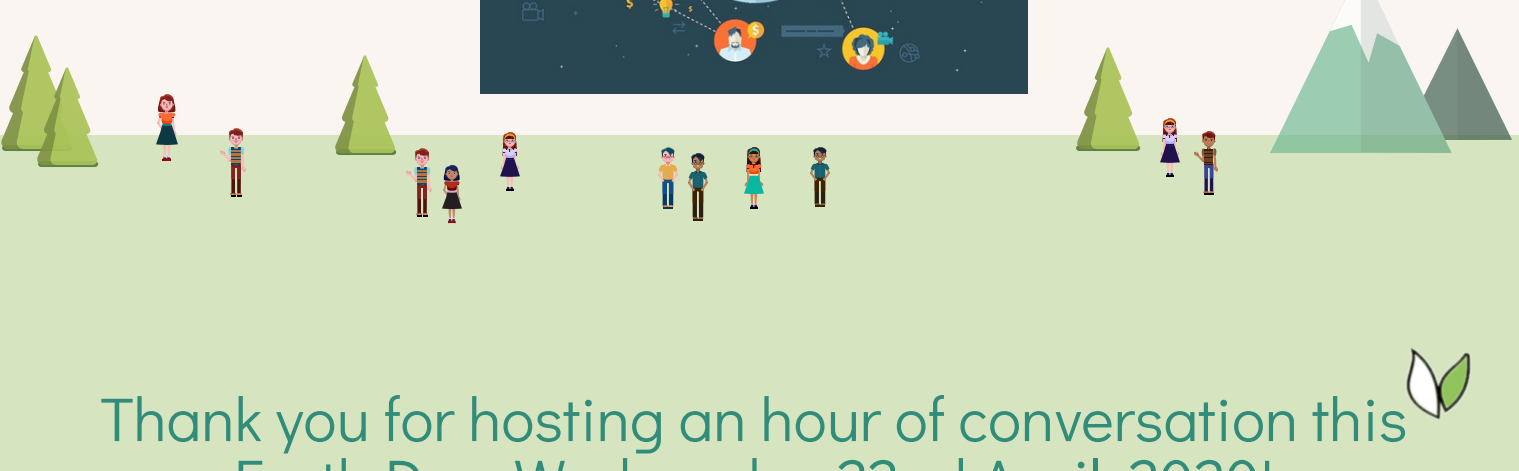


POSITIVE IMPACT EVENTS



EARTH DAY 2020 HOSTING GUIDELINES



Thank you for hosting an hour of conversation this Earth Day, Wednesday 22nd April, 2020!

Before Earth Day, please become one of 100,000 #eventprofs in action building the future of how human connection happens

[Sign up here!](#)

ABOUT EARTH DAY 2020

On this day, we'll share ideas and practical examples online to inspire and empower our industry friends around the world to take action, and become more environmentally, socially and economically sustainable. Our goal is to gather the best practice examples of sustainability at events, and by doing so create a global conversation on the role of events achieving the UN SDGs.

As a host you will cover one 60 minute time slot. Please post your sustainability examples on Twitter throughout the hour using the hashtags #eventscreatechange and #earthday. Please also post on LinkedIn, Instagram and Facebook at the start of your hour (see our templates below!)

Each host will choose their theme for the hour based on the UN Sustainable Development Goals. You will find these below.

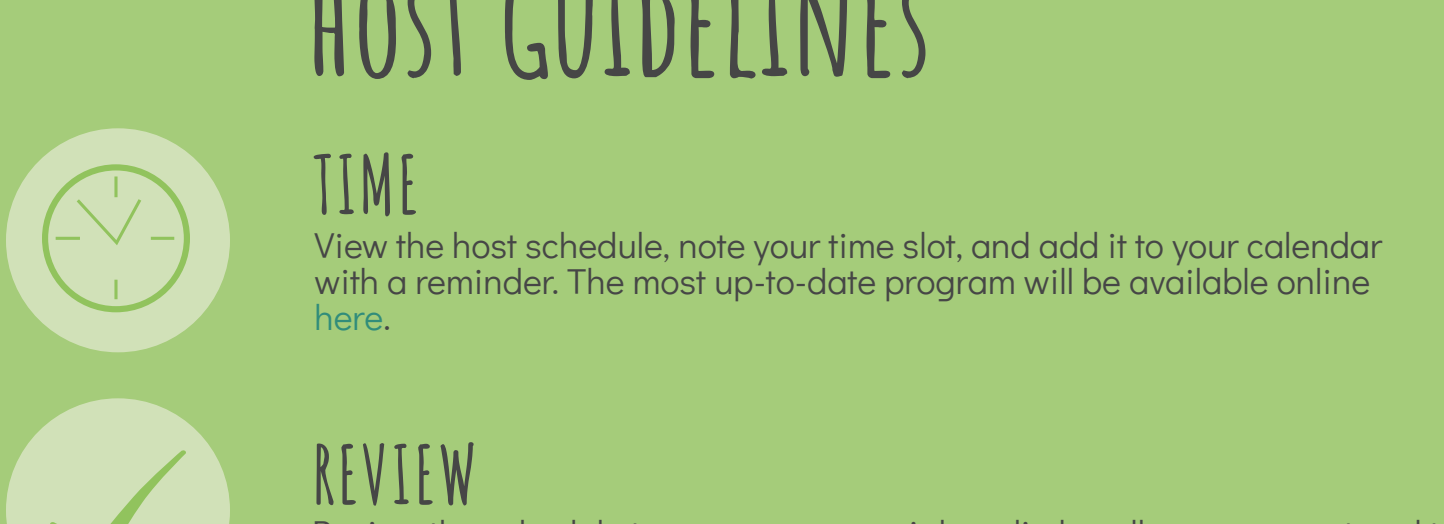
Your content can be prepared in advance, totally spontaneous, or a combination of both. This can include links to websites, resources, and case studies, from your organisations or others.

Each host will also monitor and respond to tweets using #eventscreatechange during their time slot. Our aim is to generate a lively discussion and interact as much as possible with the audience throughout the day.

The content generated throughout Earth Day using #eventscreatechange will be captured and contextualised into a 2020 summary document which will be published and made available a few weeks after the event.

UN SUSTAINABLE DEVELOPMENT GOALS

What does your topic fall under?



HOST GUIDELINES

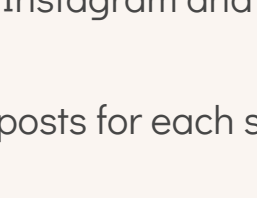
- TIME**
View the host schedule, note your time slot, and add it to your calendar with a reminder. The most up-to-date program will be available online [here](#).
- REVIEW**
Review the schedule to ensure your social media handles are correct and to see who is hosting in the hour time slot before and after you.
- PROMOTE**
Share your time slot, theme and information about #earthday through social media and within your organisation and wider circle of contacts.
- PREPARE**
Write some tweet content in advance to have handy for that day, such as stats, tips, references (including the word HOST, #earthday and #eventscreatechange).
- BE CREATIVE**
You can use audio clips, visual clips or pictures please tell a story to bring your example to life so other event professionals will be able to copy you!

We encourage you to share your expertise and experience, including relevant examples from your own company, but please refrain from any sales pitches. If you're asked for more specific information about your company's services please communicate once your time slot is complete.

ON THE DAY

The main conversation will happen on Twitter, but we ask you to please post on LinkedIn, Instagram and Facebook at the start of the hour too!

Use your own personal or corporate social media accounts.



1. START THE HOUR

Start the hour introducing yourself and your topic and thanking the last host on Twitter, and sharing on LinkedIn, Instagram and Facebook the conversation you are starting on Twitter!

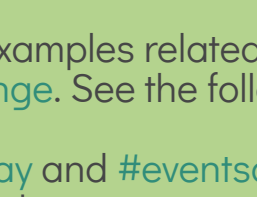
Below are example posts for each social media channel

TWITTER

Thank you @XXXX for a great hour of conversation. Over the next hour join us to learn more about SDG X #eventscreatechange #earthday

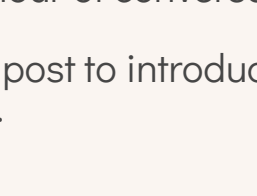
LINKEDIN/INSTAGRAM/FACEBOOK

Today is #earthday and as one of 100,000 #eventprofs in action building the future of how human connection happens I am hosting an hour of conversation on SDG X. Join me on Twitter @XXXX #eventscreatechange



2. DURING THE HOUR

- Over the hour share at least four examples related to your UN SDG and always use #earthday and #eventscreatechange. See the following page for examples
- During your hour monitor #earthday and #eventscreatechange and answer any questions or comments you receive!



3. AT THE END OF YOUR HOUR

- 5 minutes before the end of your time slot, you will see a scheduled tweet from @PIevents thanking you for your hour of conversation.
- When your time slot ends, please post to introduce and welcome the next host before handing over your hosting duties.

Here is an example post:

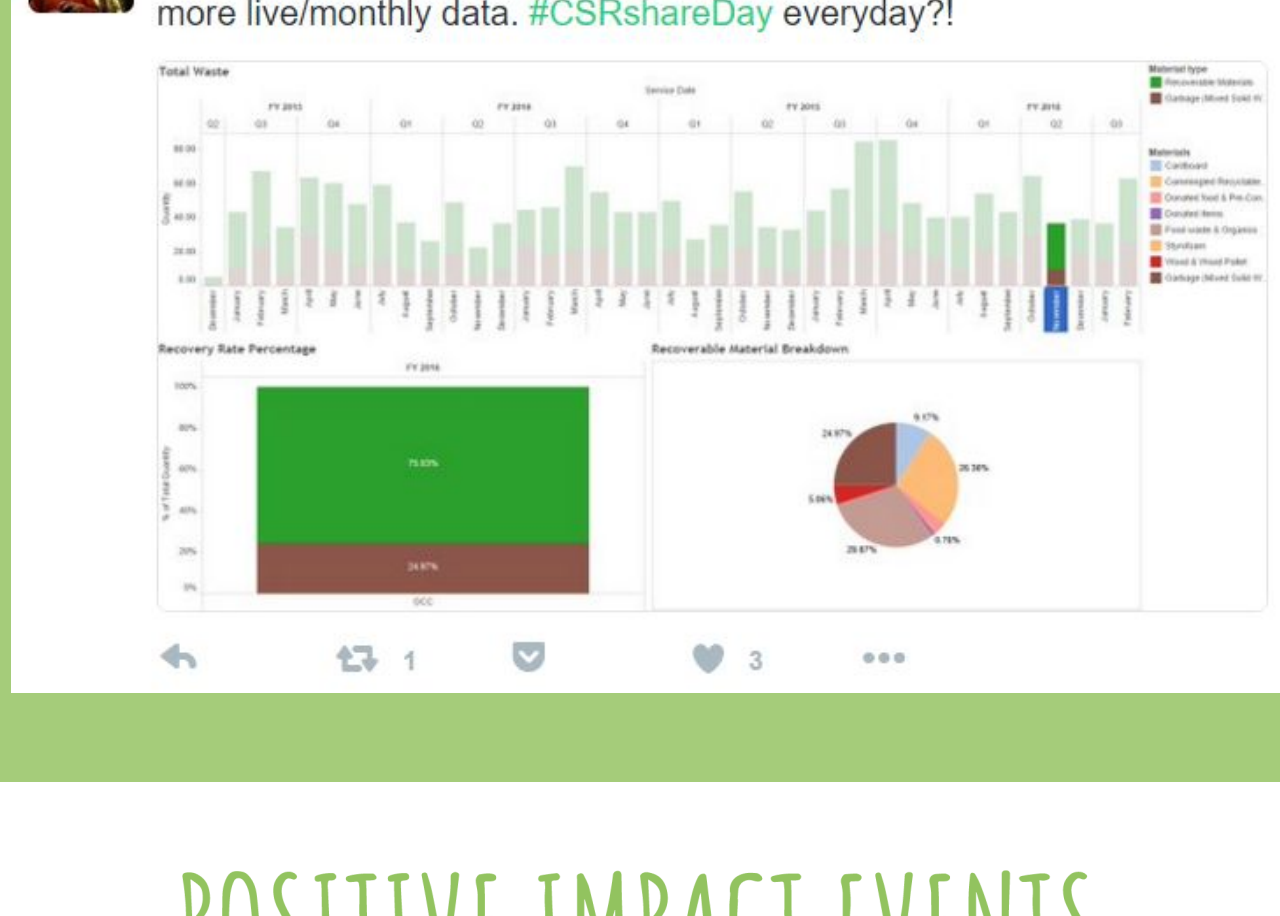
Thank you for being part of our conversation on SDG X. I've enjoyed being one of 100,000 #eventprofs in action building the future of how human connection happens. I am now handing over to @XXXX to talk about SDG X. #earthday #eventscreatechange

- Continue to engage throughout the day with the other hosts and conversations, but please make sure you do not use the word HOST to avoid any confusion.
- Most importantly, HAVE FUN! This is a continued social experiment and it worked fantastically last year, but remember not to take it (and yourself) too seriously!

If for any reason you cannot fulfil your hosting duties, please contact us as soon as possible in advance of April 22nd 2020. If you can't host on the day, please reach out to the hosts scheduled before or after your time slot to see if they can cover for you, and send us an email so we can update the scheduled @PIevents tweets.

EXAMPLE TWEETS:

Please note, the #CSRshareDay example and tweets below is NOT being used this year. We are using #earthday and #eventscreatechange with the intention of raising the profile of events within the global Earth Day conversation which happens on April 22nd.



POSITIVE IMPACT EVENTS

