



2026 Event Guide

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Introduction

Thank you for your interest in hosting an event during Climate Week at Penn, October 5-9, 2026. This year will mark the seventh annual Climate Week at Penn, which has grown from a grassroots effort into a marquee annual event that last year featured over 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 **Empowerment and Action**. This theme highlights the many ways individuals, communities, and institutions can take meaningful steps to address climate change, whether through advocacy, innovation, policy, or everyday decision-making. It also invites reflection on what it means to feel empowered in the face of climate challenges, and how we can support one another in turning knowledge into impact. We encourage you to consider how your events might inspire action, amplify voices, or create pathways for engagement. 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/rent-the-penn-museum>
 - 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: kbaillie@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 that it will be recorded.
- 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, enter them on the Climate Week website (link to come soon!) NOTE: Events will not immediately appear – they must be manually approved by a staff member. Thank you for your patience!**

TIP: According to Vimeo, 70% of viewers believe a webinar should be an hour or less.

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
 - Include 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.**

TIP: Whether online or in-person, encourage your audience to tag #ClimateWeekatPenn when posting on social media.

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.
- Please look out for and complete a post-event form from the Climate Week team.