

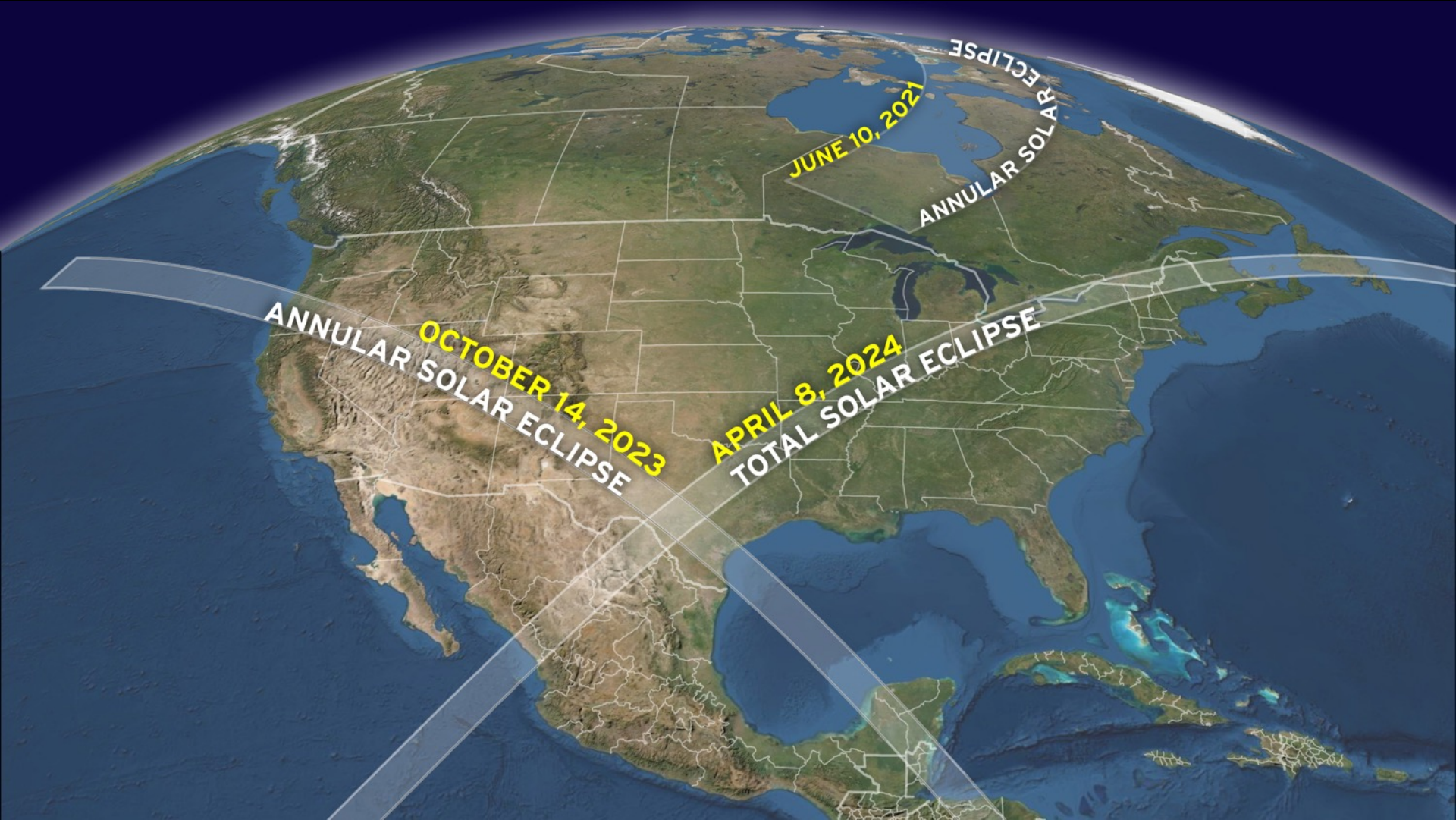
COMMUNITY ECLIPSE PLANNING:

20 mins is not enough



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OCTOBER 14, 2023
ANNULAR SOLAR ECLIPSE

APRIL 8, 2024
TOTAL SOLAR ECLIPSE

JUNE 10, 2021

ANNULAR SOLAR ECLIPSE

AIM OF SESSION

- ENGAGE
- EDUCATE
- EMPOWER



1. MY BACKGROUND



AUTHOR * PSYCHOLOGIST * ECLIPSE CHASER

ECLIPSE CHASER

- 21 years of chasing
- 12 total eclipses, 2 annular eclipses
- eclipse tour leader and organiser

CLINICAL PSYCHOLOGIST

- Over 25 years, health specialism
- Extensive experience consulting / workshops / change management / team dynamics / communication
- Australia based, Private Practice
- Phenomenological research leadership

AUTHOR / RESEARCHER

- published 3 books on eclipses
- eclipse-related research projects
- numerous articles
- speaker / events / workshops
- media ++
- White Paper on Community Eclipse Planning



ECLIPSE PLANNING

2012 - AUSTRALIA

- My home eclipse, 6 months back home
- Ad hoc after identifying issues on the ground

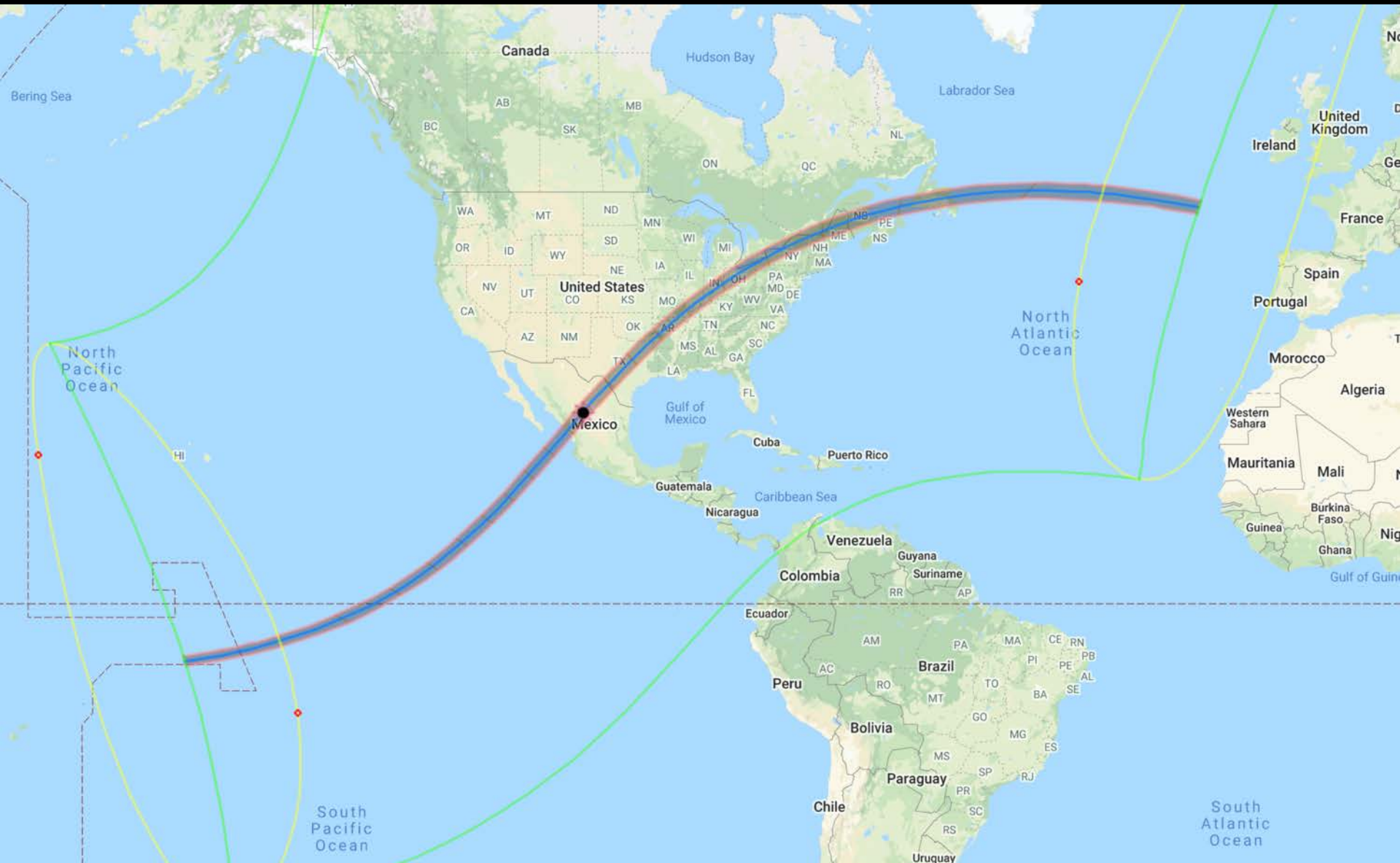
2015 - FAROE ISLANDS

- Eclipse Planning Consultant
- 2 years in, advisory role
- relocation 6 weeks prior, full time role

2017 - USA

- White Paper on Community Eclipse Planning
- online consultations across path
- numerous online events / workshops
- in-community visits / support
- media ++
- ongoing guidance, resource development

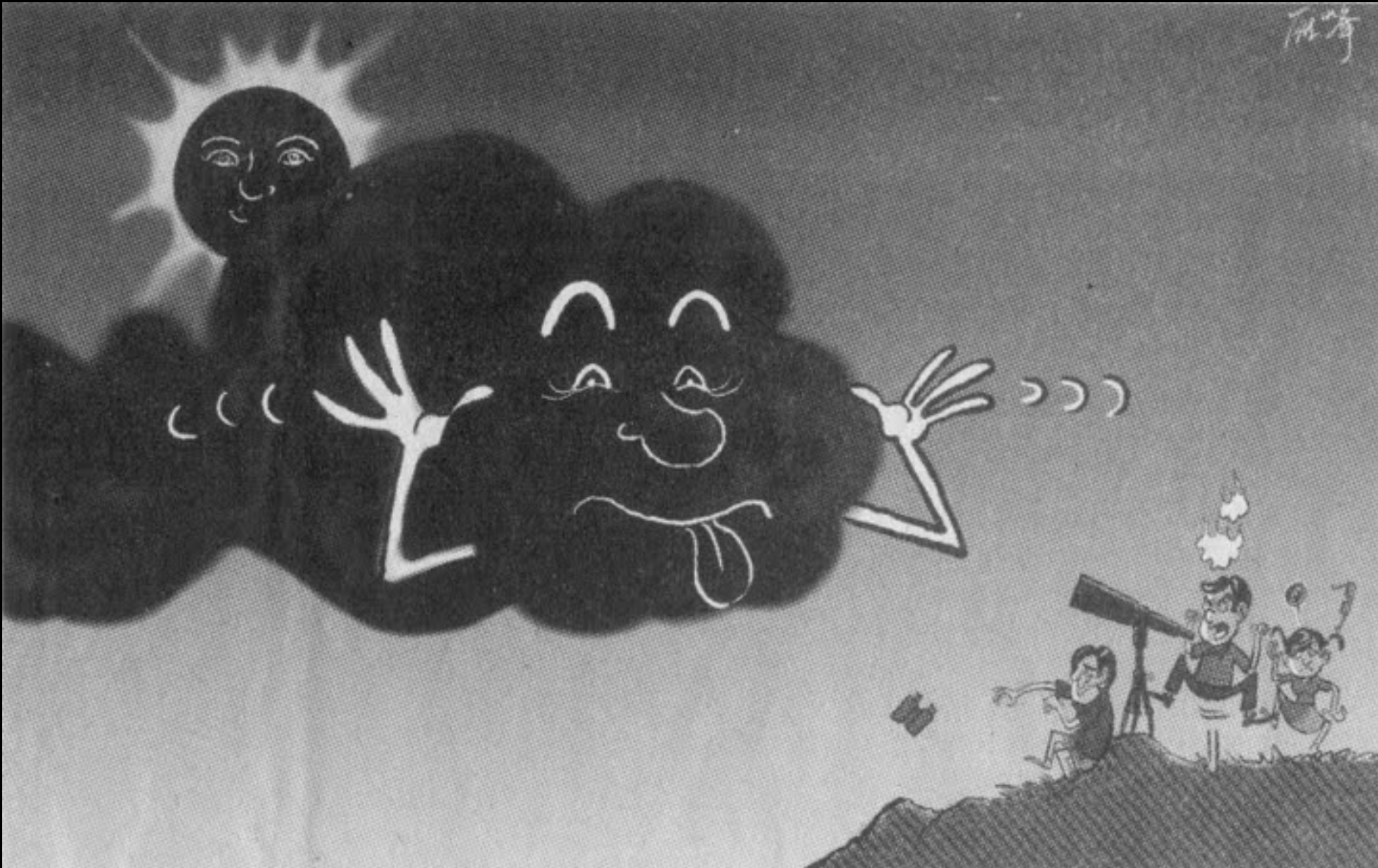
2. MAKING SENSE OF THE PATH OF TOTALITY



Source: http://xjubier.free.fr/en/site_pages/solar_eclipses



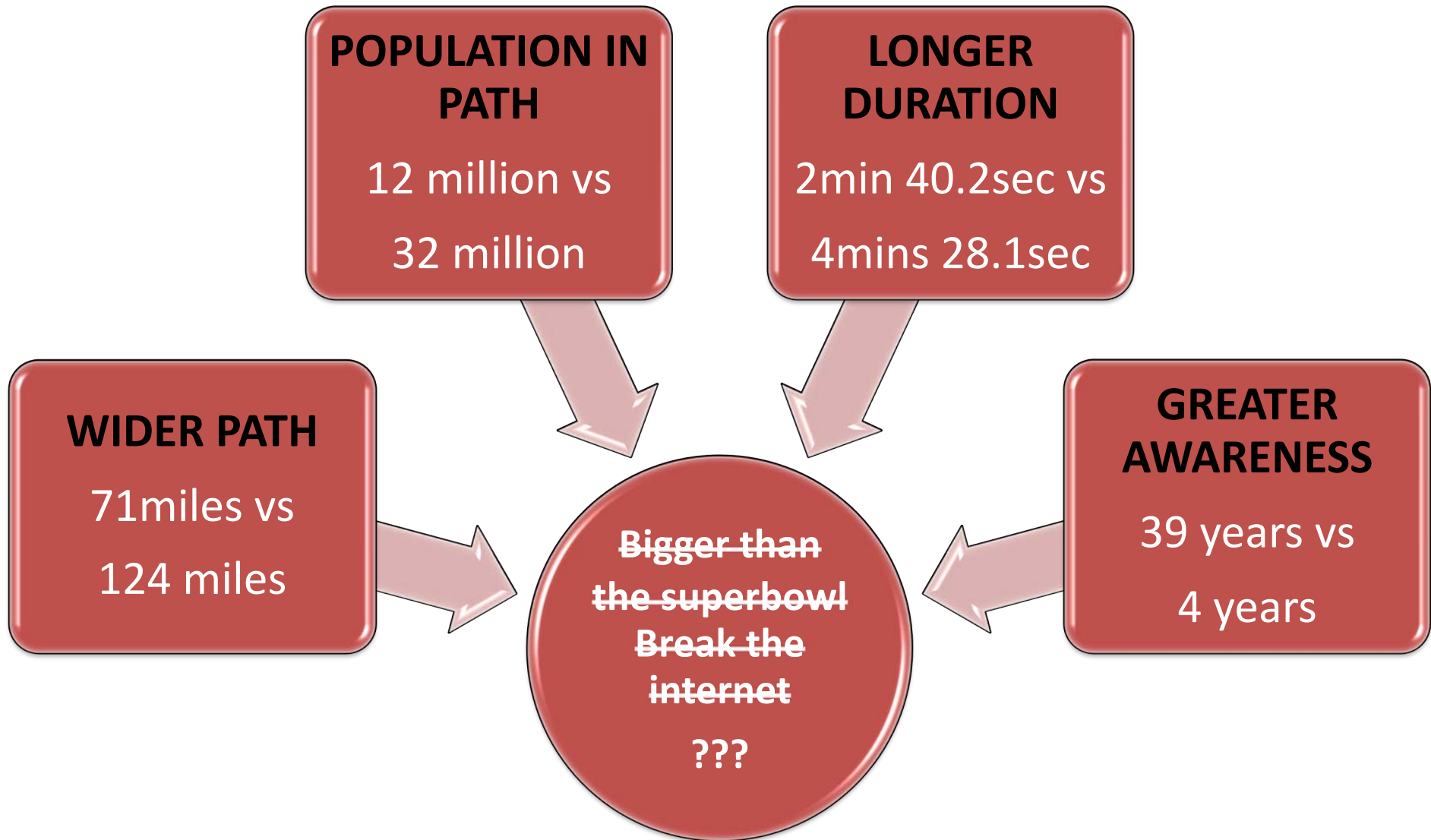
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WHO COMES?

Eclipse Chasers
Tour Groups
Astronomers /
Scientists
Photographers
Outreach

‘Lucky Locals’
Friends & relatives
First Chasers 2017
FOMO driven
‘Last-minuters’



Comparing the Total Solar Eclipse circumstances of 2017 to 2024

3. PLANNING STRATEGY

“WE DON’T NEED TO PLAN – IT’S GOING TO HAPPEN ANYWAY”

2017 COMMUNITIES

- Strongly embraced
- Unique marketing angle
- Eclipse coordinator
- eclipse events buildup
- Extensive media

EVANGELICAL
EMBRACERS

- Understood opportunity
- Community development
- New organisational structures
- branding and marketing opportunity
- Limited resources
- Usually relied on individual who took on additional role

COMMUNITY
CHAMPIONS

WATCHFUL
WAITERS

- Unable to relate to own situation
- 'volunteer' but lack of resources, skills, leadership to progress
- Reactive plans

UNSUPPORTED
HEROES

- Saw huge potential
- Lack of leadership support
- Lack of focus, direction
- Motivated person goes elsewhere

ECLIPSE LEGACY

Partnerships
Direct \$
PR value
Tourism
Connection



PLANNING RESOURCES



ECLIPSE.AAS.ORG



ECLIPSE TASK FORCE
WORKSHOPS



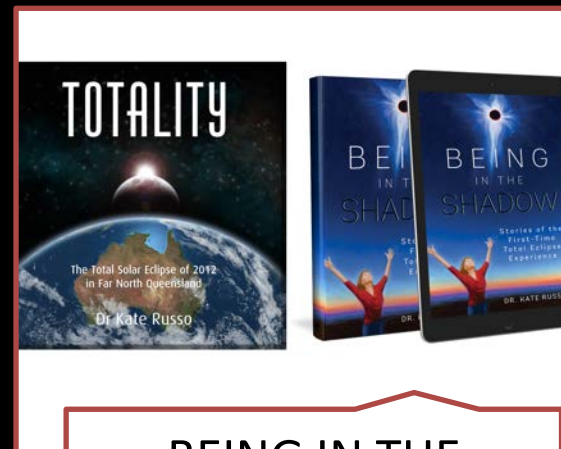
OTHER ECLIPSE
COORDINATORS



ECLIPSE2024.ORG



WHITE PAPER



BEING IN THE
SHADOW.COM



ACTION POINTS AFTER TODAY

ECLIPSE ON THE AGENDA

- Chamber of Commerce
- Tourism

SET UP SOCIALS

- Web page
- Eclipse 2024 FB page / Community Group

ORGANISE ECLIPSE FORUM

- Major event planning Stakeholders
- Share Information. WHAT DOES THIS MEAN FOR US?
- Develop a strategy

KEY QUESTIONS FOR ECLIPSE FORUM



WHITE PAPER CORE MESSAGES



V1 - 2015 SEPT

- Start planning early
- Focus on the community in addition to eclipse tourists
- Consult with eclipse experts to prepare for the unknowns

V2 - 2021 MAY

- Assemble your Team
- Develop your strategy
- Boldly go where no one has gone before

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