COMMUNITY ECLIPSE PLANNING:
20 mins is not enough

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AIM OF SESSION

• ENGAGE

• EDUCATE

• EMPOWER
1. MY BACKGROUND
**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
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

- **WIDER PATH**: 71 miles vs 124 miles
- **POPULATION IN PATH**: 12 million vs 32 million
- **LONGER DURATION**: 2 min 40.2 sec vs 4 mins 28.1 sec
- **GREATER AWARENESS**: 39 years vs 4 years

**Bigger than the superbowl**
**Break the internet**
???
3. PLANNING STRATEGY

“WE DON’T NEED TO PLAN – IT’S GOING TO HAPPEN ANYWAY”
• Strongly embraced
• Unique marketing angle
• Eclipse coordinator
• eclipse events buildup
• Extensive media

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

• Unable to relate to own situation
• ‘volunteer’ but lack of resources, skills, leadership to progress
• Reactive plans

• Saw huge potential
• Lack of leadership support
• Lack of focus, direction
• Motivated person goes elsewhere
Partnerships
Direct $
PR value
Tourism
Connection

ECLIPSE LEGACY
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

What is our eclipse USP?

What should our eclipse legacy be?

How shall we brand / market our community?
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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