

PLENARY 2:

Practical advice – who are the stakeholders and what are their needs

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American Astronomical Society (AAS) Eclipse
Planning Workshop, Solar Eclipse Task Force,
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DR. KATE RUSSO

Founder – Being in the Shadow

- 20+ years of chasing eclipses
- 12 total solar eclipses over 6 continents
- Eclipse tour leader
- Clinical psychologist & academic
- Researching to provide evidence-based guidance for all

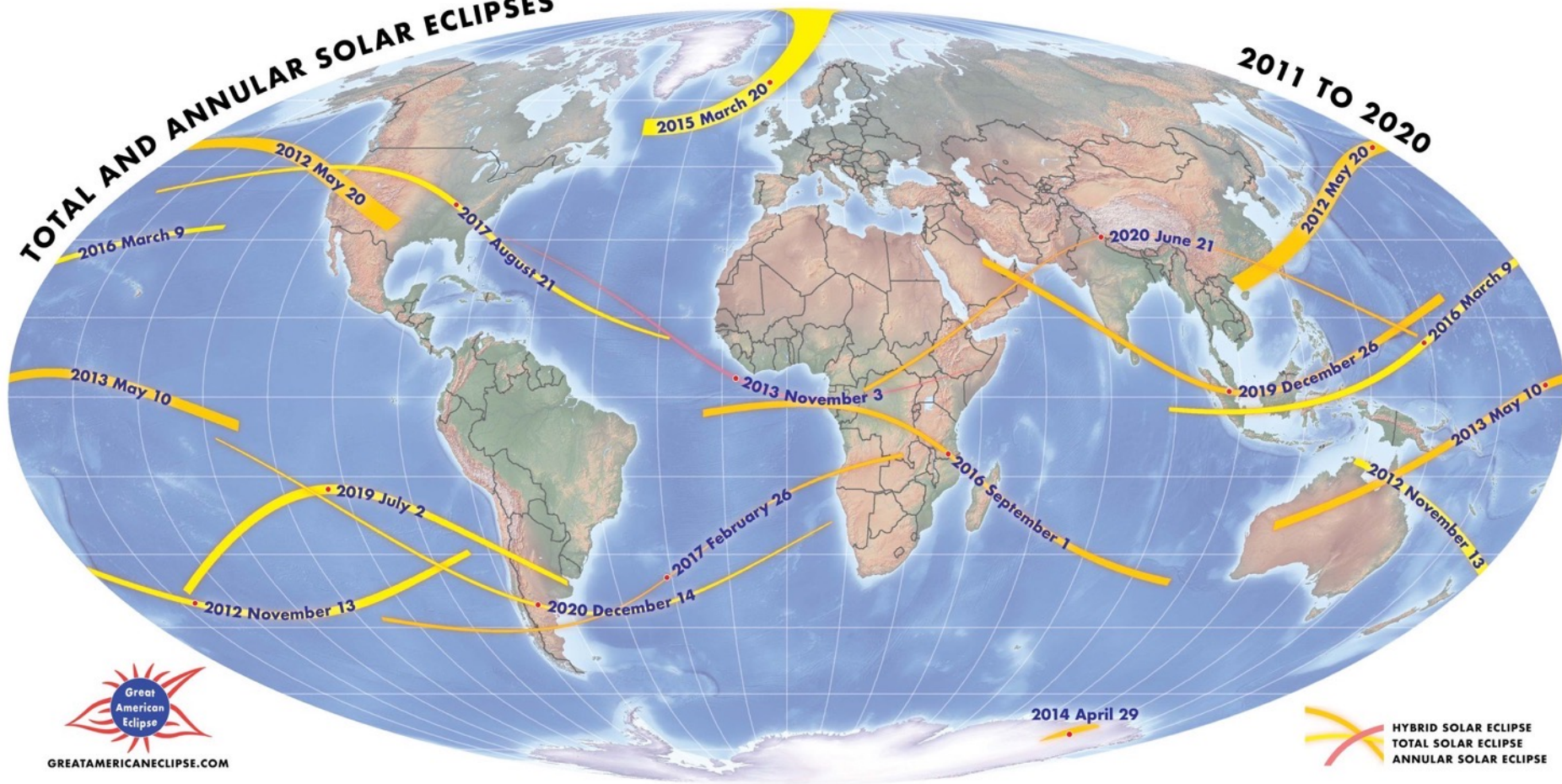
Two key areas of expertise:

- The experience of totality
 - 3 books
 - Media, articles etc
- Community eclipse planning
 - White Paper on Community Eclipse Planning
 - AAS Solar Eclipse Task Force
 - Supported 30+ communities



‘Experience totality—above you, around you, within you’

TOTAL AND ANNULAR SOLAR ECLIPSES

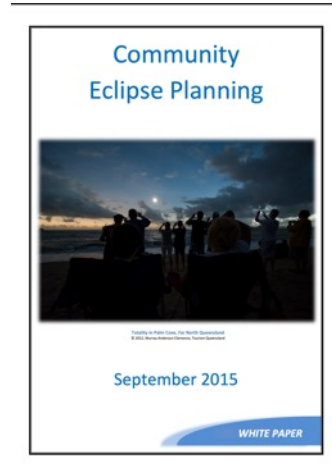


ORIGINS OF COMMUNITY ECLIPSE PLANNING GUIDANCE

LESSONS LEARNED

Totality 2012: *don't forget the community*

Totality 2015:
community as a focus



CORE MESSAGE

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

Reduce the unknowns

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LESSONS LEARNED

Totality 2017:
Community strategy at the heart



CORE MESSAGE

- Assemble your team;
- Develop your strategy;
- Boldly go where no one has gone before.

Who's in charge?

'Experience totality—above you, around you, within you'

DRAFT – STAKEHOLDERS IN ECLIPSE PLANNING

WARNING - not exhaustive, not neatly differentiated, no one-size-fits-all

EDUCATION

VISITOR
PERSPECTIVE

WIDER
LOGISTICS

ON-THE-GROUND
PLANNING & LOGISTICS

DRAFT – STAKEHOLDERS IN ECLIPSE PLANNING

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‘Experience totality—above you, around you, within you’

The eclipse will happen regardless, but you must

PREPARE AND PLAN FOR THE IMPACT



ASSEMBLE
YOUR TEAM



DEVELOP YOUR
STRATEGY



BOLDLY GO WHERE
NO ONE HAS GONE
BEFORE

ECLIPSE PLANNING STRATEGY

DIFFERENTIATION

What is our eclipse unique selling point

- What is unique about our community
- What are we best known for
- What is unique about our situation along the path of totality
- How can we stand out amongst others along the path

BRANDING

How should we best brand and market the eclipse

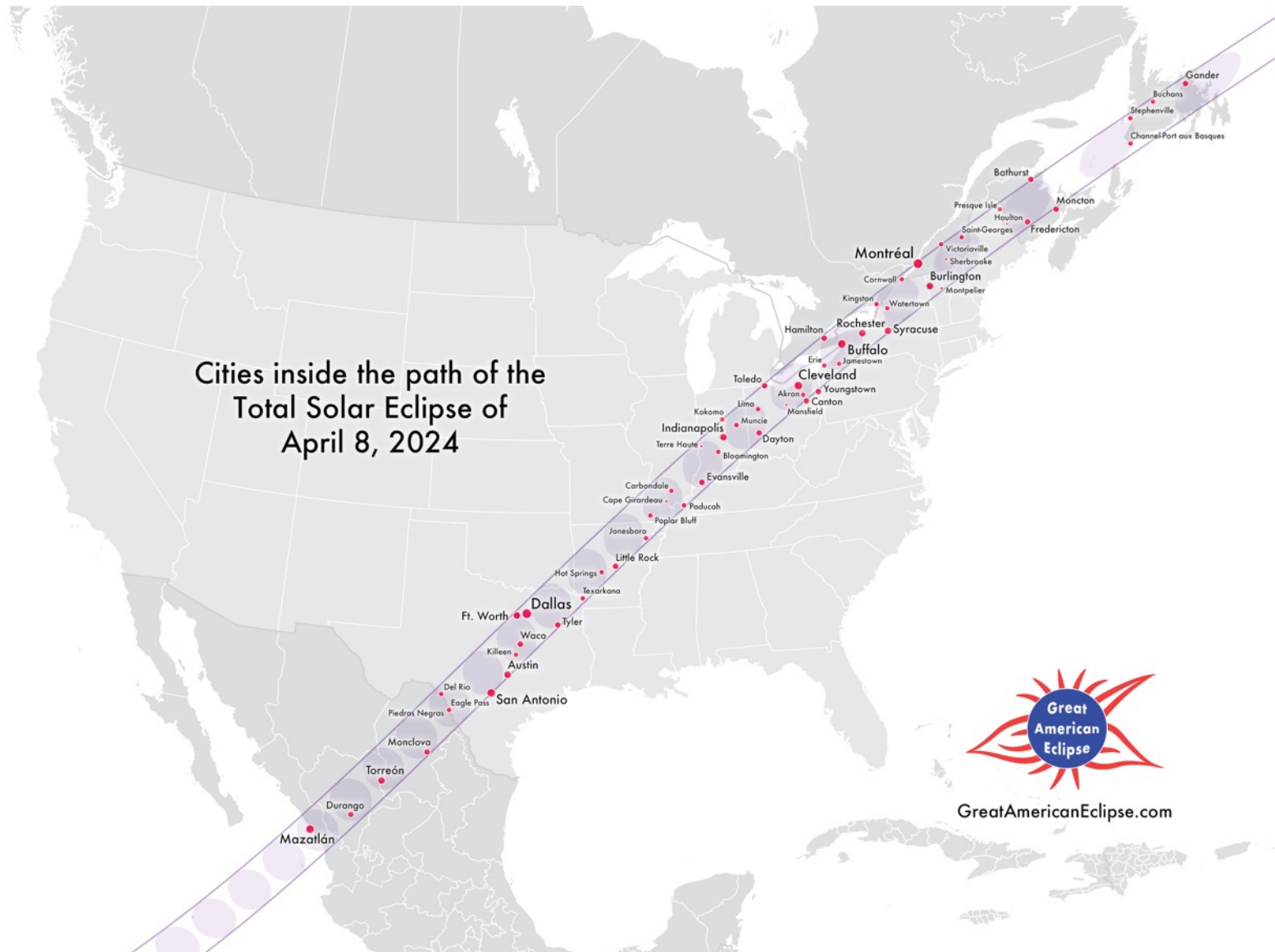
- What is our long-term community brand
- How shall we brand the eclipse
- How shall we brand our eclipse events

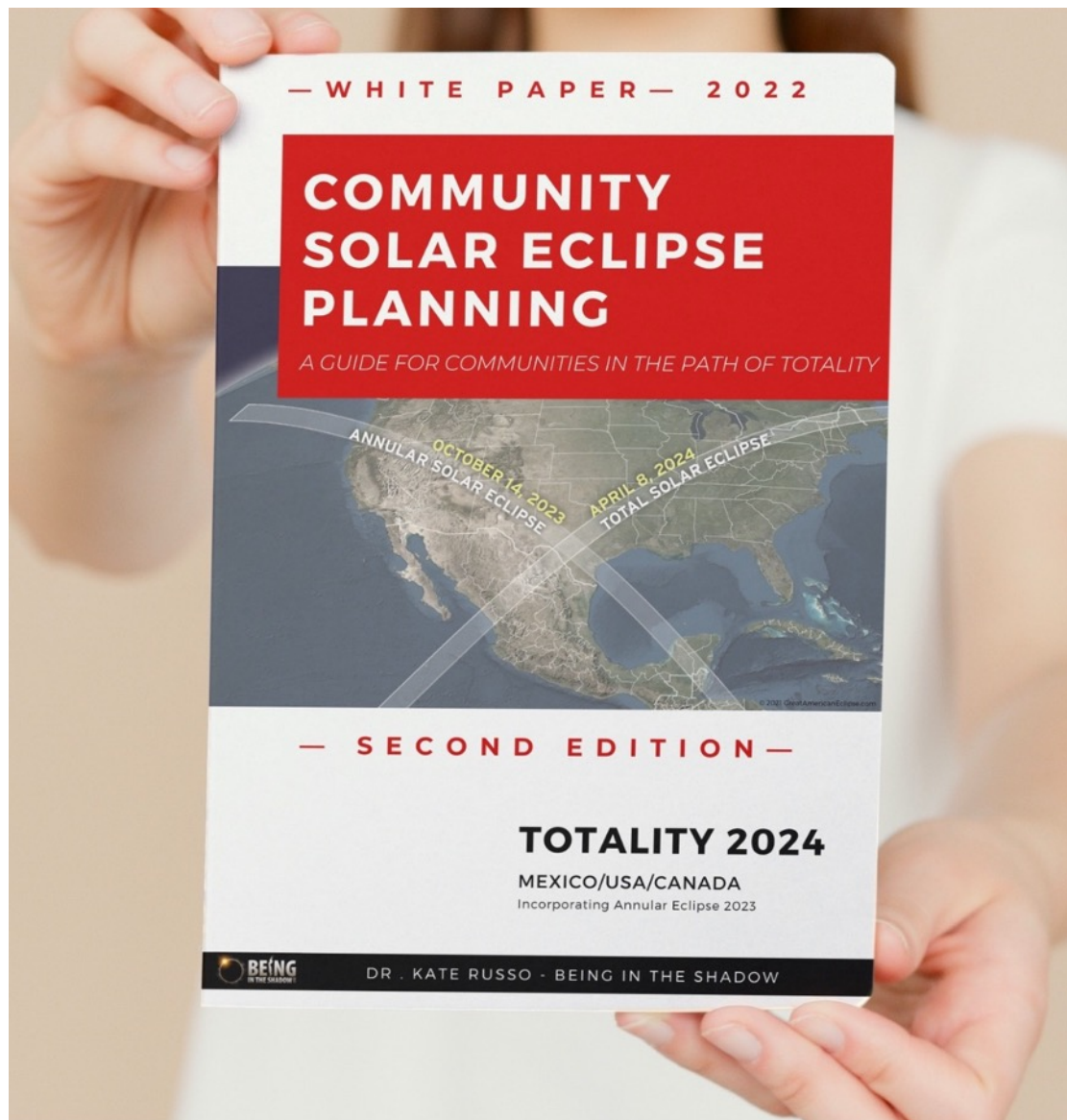
LEGACY

What is our desired eclipse legacy

- What are our long term goals
- How can the eclipse help meet our goals
- What tourist assets can we develop for the long term
- How can we use the eclipse to increase community engagement

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KEY RESOURCE

Effective eclipse planning is about preparing for the knowns and reducing and managing the unknowns. Planners need to accept that some things will remain unknown.
