CHOW 2024: PARTNER-HOSTED VIRTUAL SESSION GUIDELINES

Thank you for your interest in participating in CHOW 2024. The Foundation offers the opportunity for high-level sponsors and key partners to organize their own CHOW virtual breakout session as part of the conference agenda.

The virtual session is a collaborative process, and the Foundation will have final approval on session topics and speakers. Hosted sessions should align with key priorities related to CHOW 2024's theme **Leadership**, powering the movement to protect our ocean and our blue planet by tearing down systemic inequities, reversing biodiversity loss, and tackling climate change. Partner organizations will develop and host a live, 45-minute session using Zoom (link provided by the Foundation). The session will be integrated into the CHOW 2024 virtual platform for conference attendees to join.

Deadlines

- Draft Virtual Session Submission – By the close of business Friday, April 12th
- Final Virtual Session Submission – By the close of business on Friday, May 3rd
- CHOW Speaker Hub– All speakers complete their profile by Friday, May 17th

Submitting a Session Proposal

The submission process will be two steps with a draft and a final submission form. The Draft Virtual Session Submission form must be completed by Friday, April 12th. This submission will be for internal use. The CHOW Manager will review each submission for coordination and approval of the session's theme and potential speakers.

Once the Foundation approves the draft submission, the partner must complete the Final Virtual Session Submission form by Friday, May 3rd. The session title, description, and speakers provided in the final submission will be added to the CHOW platform. The CHOW Manager will follow up with speakers inviting them to the CHOW Speaker Hub to upload their bio and photo by Friday, May 17th. If you have any questions, please email Shannon Colbert at shannon@marinesanctuary.org for further assistance.

When submitting your breakout sessions, please include the following information:
- Point of contact name & email
- Session title
- Brief session description of 2-3 sentences
- Session format
- Name, title, and email for each panelist
  - Example: Abigail Rodgers, Capitol Hill Ocean Week Manager, National Marine Sanctuary Foundation, arodgers@marinesanctuary.org

What's Next?

Step 1 – Draft Virtual Session Submission
Complete the Draft Virtual Session Submission form by April 12th. With a focus on exploring the ocean-climate connection and how we can make ocean conservation part of climate strategies and nationally determined contributions to address climate change.

CHOW 2023 focused on bringing in diverse perspectives and addressing how to make conservation, science, and policy efforts more inclusive and equitable. CHOW 2024 will be focused on …
You should keep these principles in mind when creating your session and selecting speakers.

Speaker FAQs:
- Can the Foundation help me find speakers for my session?
  - *Finding speakers is the responsibility of the partner. The Foundation will coordinate with each partner to ensure there is no overlap in speakers.*
- Are there any restrictions on who I can invite to speak during my session?
  - *Speakers will be coordinated with the CHOW Manager and the Foundation will have final approval.*

Step 2 – Continue to Build Out Your Virtual Session
Following this short review process, your listed point of contact will receive an email confirming the session and time. Continue to work on building out the session description and speaker list.

Step 3 – Final Virtual Session Submission
Complete the Final Virtual Session Submission form by May 3rd with final details on your session title, description, and list of speakers.

Step 4 – Foundation Approval and Inclusion on CHOW Platform
Once the Foundation receives your final submission. Speakers will be invited to the Speaker Hub and the virtual session information will be added to the CHOW platform.

Step 5 – Zoom Link
The Foundation will supply each session with a zoom link to help manage the virtual room a week prior to the conference.

Step 6 – Promote Your Session
Help us promote CHOW and your breakout sessions using our CHOW Outreach Toolkit.

If you have questions about your specific breakout session topic and the review process, please contact Shannon Colbert at shannon@marinesanctuary.org.

PLANNING AND LOGISTICS

Planning Your Breakout Topic and Session Details
- Identify the breakout topic and format focused on key priorities related to CHOW 2024's focus on leadership.
- Draft breakout session title and description.
- Identify speakers.
- Coordinate with the Foundation to confirm a session date and time within the CHOW agenda. Work with the Foundation's CHOW Program Team to coordinate speaker selection.

Sending Breakout Speaker Invitations and Confirm Speakers
- Use the provided CHOW language and invitation template to send invitations to potential speakers.
- Confirm speakers' participation for the live virtual session.
- Coordinate with the CHOW Program Team to add the speakers to the Speaker Hub where they will upload bios and photos to be included on the CHOW program/website.

Organizing the Partner Hosted Session
- We recommend your organization arrange and host a conference call to prepare your speakers.
- Share Live sessions logistics and considerations with your team and speakers.
- If time and schedules allow, consider hosting a rehearsal breakout session.
- Day prior reminders for panelists (Q&A, whether live or via chat, when their session will air, etc.)

Audience Engagement and Best Practices

Online Promotion
- Have your Communications Team promote your breakout sessions prior to and during the season to increase attendance and enrich the conversation using our CHOW Outreach Toolkit
- After you've submitted your breakout session information using the submission form, it will be added to the agenda and viewable to the public once CHOW opens.

Technology Best Practices
- Ask your speakers to log in 30 minutes early to conduct a Tech Check (mics, video, internet connection, etc.)
- On the day of your breakout session, there will be roaming tech support to assist if any technical issues arise.
- Once the session begins and attendees arrive, provide instructions on how they can engage in the session, i.e., insert questions in the chat, raise their hands or wait until the end of the presentation for questions.

- We recommend having attendees turn their cameras off and muting themselves unless you are hosting an open discussion as your breakout session. Muting guests until called on is still recommended.

Audience Engagement
- At CHOW it is anticipated that attendees may bounce around to different rooms. Guest counts may fluctuate during your session, but you should proceed with your presentation as scheduled.
- At the end of your session, thank everyone for attending.

FAQs
- What happens if my session is longer than 45 minutes?
   - *Virtual sessions will not automatically close after 45 minutes, however, it is essential that all sessions run as close to time as possible so that the overall event schedule does not get delayed. We encourage all virtual speakers & moderators to adhere to the 45-minute session duration and plan to curb conversation if necessary, in order to conclude the session on time.*
- What if a speaker unexpectedly cancels at the last minute?
   - *In the event of a last-minute speaker cancellation, a substitute speaker may be added to speak in their place.*
- What happens if my session unexpectedly needs to be canceled?
   - *If your session is canceled last minute, a slide will be displayed stating "Session Unfortunately Not Available – Please Select an Alternate Breakout" so that viewers know to choose and attend another breakout session.*
- I'm having technical issues. Who should I contact?
   - *A roaming breakout tech will be available for speaker and moderator technical support that can be contacted inside the virtual zoom breakout room. Additional assistance is also available via the Help Desk feature on the Swapcard platform.*
- An attendee is being disruptive in the session chat. What should I do?
   - *Select representatives (i.e. speakers & moderators) will be made co-hosts of the virtual breakout space and can remove attendees from the session if they are being disruptive.*
- Will my session be recorded?
   - *All sessions will be recorded and available on the CHOW platform 24 hours after the session ends.*
- I've had a change of plans. Can you refund my sponsorship?
   - *All sales are final, and contributions, purchases, tickets, and sponsorships are non-refundable.*
- Can I co-host a session with another sponsor?
   - *Yes. If two or more sponsors would like to host a combined session that is allowed. Please include a note in the submission form if you will be combining with other sponsors.*