



GEO Communicators Roundtable

Monday, 23 October 2017

Ronald Reagan Building and International Trade Center, Washington, D.C.

Room: TBD

Time: 14:00-16:30

Hosts:

Maddie West
Communications Manager
GEO Secretariat
mwest@geosec.org

Allen Carroll
Program Manager for Storytelling
Esri
ACarroll@esri.com

Target participants:

Communications professionals working on behalf of GEO Members and Participating Organizations.

Format:

Roundtable

Overview:

Effectively communicating the value and impact of GEO's work is key to advancing the mission of connecting the demand for sound and timely environmental information with the supply of data and information about the Earth. Many of GEO's Members and Participation Organizations have a wealth of communications resources, and there remains enormous untapped potential to collaborate and coordinate communications activities in a way which benefits the individual community organizations and GEO as a global community.

This Side Event is intended to bring together communicators from across GEO stakeholders to share experiences, ideas, and to form a network in support of our shared communications objectives. The guided discussion will focus on the following topics:

- Shared communications objectives of the GEO community;
- Shared topics of interest, such as disaster risk reduction, the Paris Agreement, and the UN 2030 Agenda;
- Collaborative campaigning and promotional opportunities;
- Best practices and challenges for Earth observation impact capture and storytelling; and
- Initiating a GEO communicators network.

Expected outcome:

- Establish a network of GEO communicators to support shared objectives, promote related activities, and expand knowledge and understanding of Earth observations for the benefit of society.