Mandatory Information Briefing for Event Leads
Canada Pavilion at COP27

Meeting Agenda
Mandatory Information Briefing for Event Leads

Welcome & Opening Remarks

Canada Pavilion Overview & Onsite Information

Event Lead Roles and Responsibilities

Event Information and Timeline Review

Question & Answers

Meet Your Canada Pavilion at COP27 Team

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a/Executive Director - Cop27 Pavilion
Environment and Climate Change Canada

Audrey Desmarteaux-Houle
Project Operations Manager
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Elizabeth Shirt
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President
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Senior Director, Operations
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Caroline Vanasse
Senior Manager, Event Partnerships
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GLOBE Series

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Program Manager
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Executive Assistant
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For the first time in recent history the Government of Canada (GoC), led by Environment and Climate Change Canada (ECCC), will host a Canada Pavilion at COP27. The Canada Pavilion provides a unique opportunity to showcase Canadian climate action, amplify global efforts and support for developing countries, support the Egyptian Presidency's COP27 goals, and profile the diversity of Canadian actions and perspectives on climate change. The Canada Pavilion will:

- **Showcase** domestic climate commitments and efforts of all actors;
- **Amplify** international support for developing countries and leadership on signature international initiatives;
- **Highlight** synergies with climate action and protection of nature;
- **Profile** Canadian leadership and innovation in our clean tech and energy sectors;
- **Promote** Indigenous climate leadership;
- **Drive** further climate ambition and advance the Egyptian Presidency's goals.

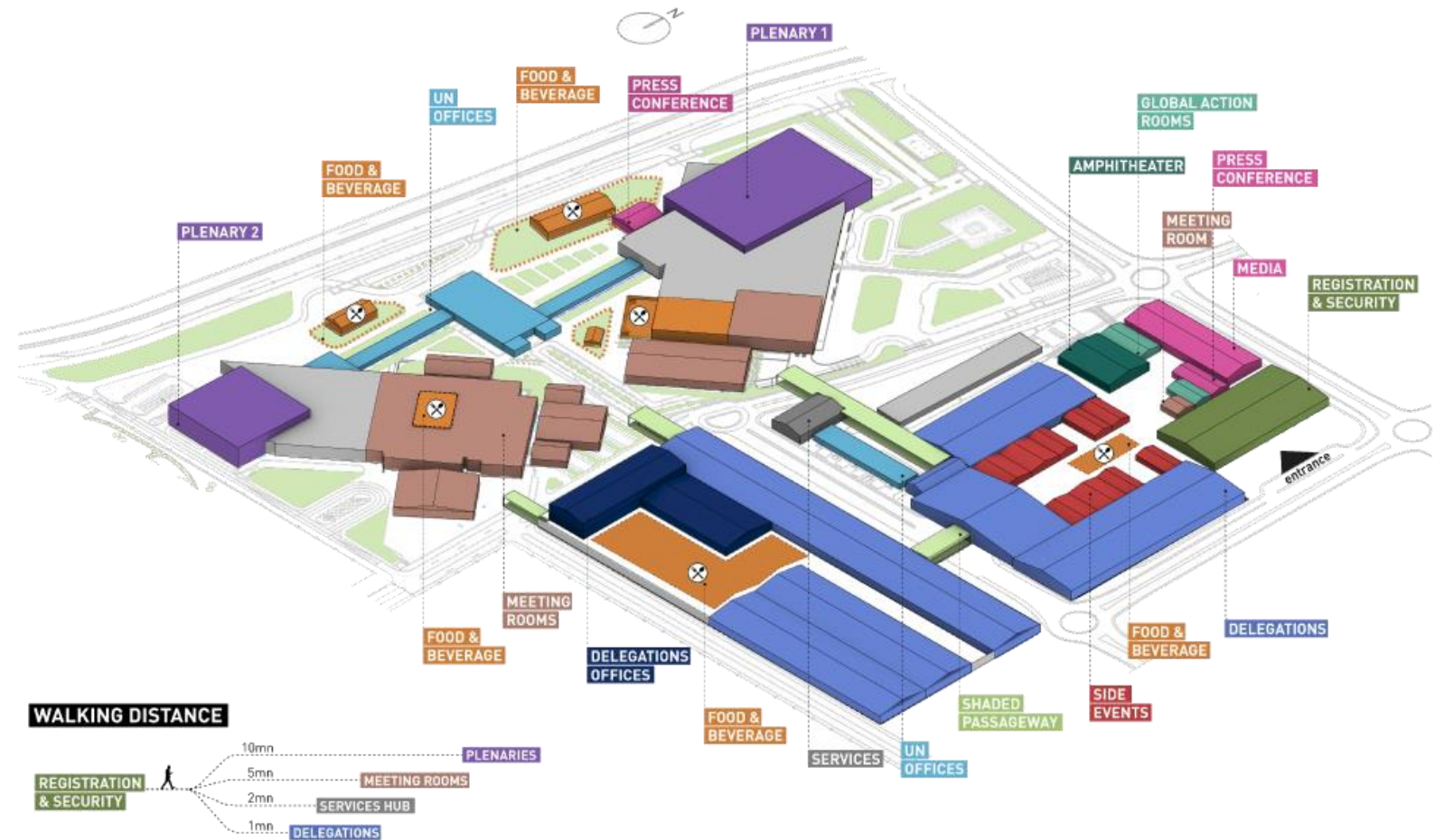| Finance	Water
Science	Ace and Civil Society
Youth and Future Generations	Energy
Decarbonization	Biodiversity
Adaptation and Agriculture	Solution
Gender	Indigenous Climate Leadership

Blue Zone

The blue zone consists of a variety of flexible conference and exhibition halls.

Green Zone

The Green Zone is the platform where business community, youth, civil and indigenous societies, academia, artists and fashion communities from all over the world can express themselves and their voices would be heard.

The Green Zone promotes dialogue, awareness, education, and commitments via events, exhibitions, workshops, cultural performances, and talks.

What to Expect On-Site
Canada Pavilion Overview & Onsite Information

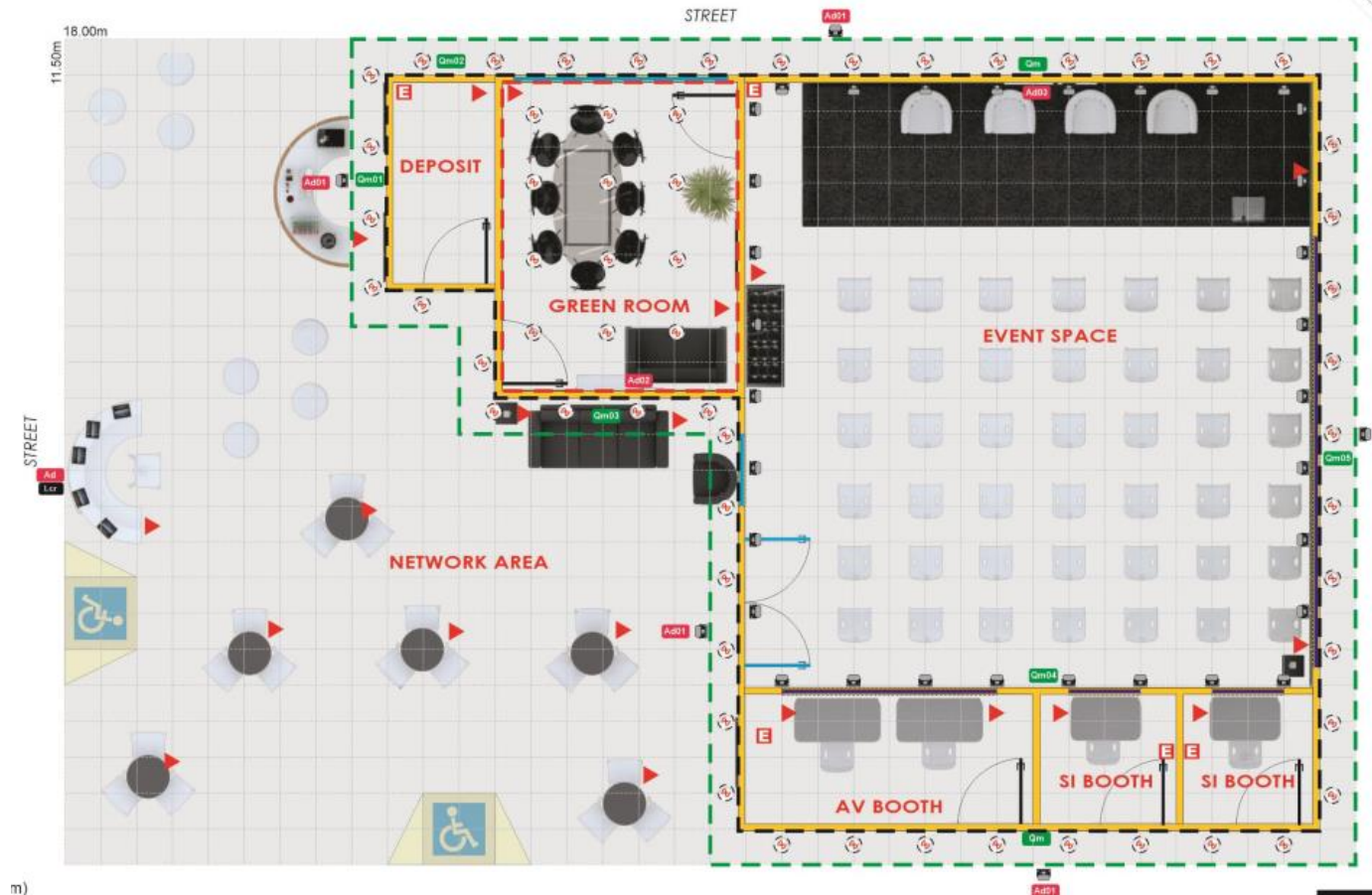- **Registration desk opening hours**
  - *During the conference dates, registration counters will open from 8:00 – 19:00 hrs. Please refer to the COP27 website for the most up to date information.*

- **Collecting conference badges**
  - *Upon arrival at the conference for the first time, delegates will be requested to proceed to the registration desk to collect their badges for access to the premises.*
  - *Delegates should present the acknowledgement letter from the UNFCCC Online Registration System, printed or on mobile device, and the ID document entered during online registration, such as a valid passport or a nationally approved identification card for the issuance of a badge.*
  - *For subsequent visits to the venue, once participants have their badges, they may access the venue directly through security, without stopping at the registration desk.*

Event Lead Roles & Responsibilities
Key Deliverables and Timeline Review

Event Lead Roles & Responsibilities

1. Act as the **single point of contact** as the session Event Lead

2. **Manage communications** between speakers and partners

3. **Invite and confirm** all session participants

4. **Complete all Key Deliverables** by provided deadlines (on the right)

Deliverable	Due Date
Appendix 1 Due: • Speakers are to have submitted their accreditation to ECCC (pavillioncdp-coppavilion@ec.gc.ca)	**Sept 14th** 5PM ET
Tentative Event Date & Time provided to Event Leads	**September 16th**
Appendix 2 Due: • Event Title & Description • Speaker Information • Run of Show Document v1 • Submit Any On-Site Equipment / Assets for Approval	**September 30th**
Event Management Team to provide feedbacks on Run of Show Document v1	**October 12th** No Action Required for Event Leads
Event Slide Deck	**October 14th**
Submit Any Material or Download Links of Content for Approval	
Event Date & Time Confirmed & Pavilion Program Finalized	**October 19th** No Action Required for Event Leads
Event Management Team and Event Leads Finalize Runs of Show	**Oct 12th – Nov 1st**

Key Deliverables and Timeline Review

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CANADA

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Event Title & Description Update Guidelines
Key Deliverables and Timeline Review – Event

Guidelines

- *The Event title should not exceed **90 characters** including spaces.*
- *The Event description should not exceed **925 characters** including spaces.*
- *Note: ECCC has final editorial approval on the title, description, and overall Event (all changes will be shared with the Event Lead)*

Event Title and Description – Alternate Language (Optional)

- *Event titles and descriptions will be available in both English and French on the Canada Pavilion at COP27 website. ECCC will provide translation to the alternate language based on the Event titles and descriptions, however, Event Leads are welcome to provide their own translated version of the title and description in the alternate language if preferred.*

Complete through: Appendix 2 | Due Date: September 30th

Speaker Information
Key Deliverables and Timeline Review - Speakers

Guidelines

- *The speaker biography should not exceed **1500 characters** including spaces.*
- *All speaker headshots should follow the below guidelines:*
    - *File size should be under 2MB*
    - *Accepted formats: .jpg, .gif, .png, or .jpeg*
    - *Please ensure headshot clearly shows speaker's head and shoulders with a clean or neutral background.*
    - *All speaker headshots should be attached to the email when returning the completed form to the Event Management Team through email.*

Complete through: Appendix 2 | Due Date: September 30th

Run of Show Document
Key Deliverables and Timeline Review - ROS

- The Event Management Team has developed various run of show document templates to ensure that we are able to support you with your event delivery on-site. If your organization was selected for a networking event at the Pavilion, ECCC will liaise directly with the Event Lead and provide specific instructions for the Run of Show.

- The **Run of Show** section of Appendix 2 will guide each Event Lead through the design of their event. Based on your event format, please use the most suitable run of show template. Should your event format not align with any of the provided formats, please use the provided template as a basis and adjust the document as needed or reach out to the Event Management Team for further guidance.
  - Event Lead Name & Leading Organization
  - Event Summary
  - Event Setup & AV needs
  - Event Run Down
    - Please be as detailed as possible when filling in this section. Our technical delivery team will be relying on this document to support the event delivery on-site and will need to know the exact run down and duration of each component.
    - Please ensure to label staging (ex: if speakers are standing or sitting, if/when they move on and off stage, etc.) and screen status (ex: when a slide or video should be displayed, which slide should be showing on screen, etc).

- Event Leads who wish to incorporate audience interaction within their event may use a third-party app such as Slido (https://www.slido.com/), Kahoot! (https://kahoot.com/), or Mentimeter (https://www.mentimeter.com/). Please include any engagement tools and related content as part of your Run of Show. Event Leads are solely responsible for the set-up, management and technical deployment of any tool(s).

Complete through: Appendix 2 | Due Date: September 30th

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Submit Any On-Site Equipment / Assets for Approval
Key Deliverables and Timeline Review

Should you intend to bring or ship any equipment or physical assets (ex: banners, etc.) on-site to the Sharm El-Sheikh International Convention Center, please submit a sample to the Event Management Team for approval prior to **Friday, September 30th, 5PM ET**. Information submitted should include an estimated time for set-up/tear down.

Once approved, the Event Lead should make all arrangements for transportation between Canada and the Canada Pavilion in Egypt. Any on-site equipment/assets will only be permitted in the Canada Pavilion for the Event (no storage of items is available before or after due to the limited space available). ECCC and the Event Management Team are not responsible for any deliveries, set-up or tear down of equipment.

Submit through: Email | Due Date: September 30th

Key Deliverables and Timeline Review

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Event Slide Deck
Key Deliverables and Timeline Review

- All presentation slides used within your event must be compiled into one **Master Deck** in PPTX or PDF format in the **16:9 dimensions** and **under 2GB** in size when submitting to the Event Management Team. Any videos played during the event should also be integrated through a link in the presentation slide deck as part of the Master Deck.

- At a minimum, Event Leads should include an Event Title Slide and Speaker Introduction Slide. We suggest following the outline below for your master deck to ensure a smooth transition during your event delivery:

  - **Event Title Slide** – What audience will see when they first enter the room, prior to the event start time.
  - **Speaker Introduction Slide** – We encourage each event to introduce their speaker at the beginning of their event. This slide should display each speaker's headshot, name, title, and organization.
  - **Speaker 1 Presentation Deck**
  - **Speaker 2 Presentation Deck**
  - **Speaker 3 Presentation Deck**
  - **Thank You Slide** – This slide will be used toward the end of the event and as the audience leaves the room.

Submit through: Email / WeTransfer | Due Date: October 14th

Key Deliverables and Timeline Review

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Key Deliverables and Timeline Review

- Event Leads will have two options for assets distribution:

    1. Web link on Event Website: Include any digital distribution material on the event website through the form of a web link.
    2. QR Code embedded in Slide Deck: Include a QR code that attendees can access via their portable electronic device during the Event.

Submit through: Email | Due Date: October 14th

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Questions & Answers
Canada Pavilion at COP27

During this Q&A period, all Event Leads are welcome to **turn on their camera** to participate.

Should there not be enough time to answer all questions, Event Leads are asked to input their questions into the chat box and the Event Management Team will respond to them in the FAQ document after the webinar.

CANADA

COP27 SHARM EL-SHEIKH EGYPT 2022

Canada

Environment and Climate Change Canada

Environnement et Changement climatique Canada

GLOBE SERIES

DELPHI GROUP

Speaker Accreditation Form
Key Deliverables and Timeline Review

Complete through: **Appendix 1** *to ECCC only at: pavillioncdp-coppavilion@ec.gc.ca*
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