



# Canada Pavilion at COP27

## Event Programming Partner Kit



Canada

 Environment and  
Climate Change Canada    Environnement et  
Changement climatique Canada



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# Introduction

## | Congratulations!

Your event has been selected to be part of the official event program of the Canada Pavilion at the 27th session of the Conference of the Parties (COP27), held in the Sharm El -Sheikh International Convention Center (SHICC) in Sharm El-Sheikh, Egypt from November 6 – 18, 2022. This document will provide you with important next steps and key timelines regarding your participation.

Thank you for being part of this 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.

## Event Management Team Contact Information

For **questions**, please reach out to:

| **Event Management Team**  
[pavillioncdp-coppavilion@globeseries.com](mailto:pavillioncdp-coppavilion@globeseries.com)

This email is monitored by all members of the GLOBE Series/Delphi Event Management Team. Any questions will be responded to within 24 hours.

## Key Dates / Timeline

All materials and forms (with the exception of any speaker accreditation information) are to be submitted or emailed to the Event Management Team at [pavillioncdp-coppavilion@globeseries.com](mailto:pavillioncdp-coppavilion@globeseries.com).

Due Date	Item	Resources
Sept 2 <sup>nd</sup> 5PM ET	Confirm Event Lead Prep Call Attendance	Confirm through email
Sept 8 <sup>th</sup> – 9 <sup>th</sup> (Timings vary)	Attend One of the Four <b>Mandatory</b> Event Lead Prep Calls	
Sept 14 <sup>th</sup> 5PM ET	Speakers are to have submitted their accreditation to ECCC <b>only</b> at: <a href="mailto:pavillioncdp-coppavilion@ec.gc.ca">pavillioncdp-coppavilion@ec.gc.ca</a>	Complete form (Appendix 1)
Sept 16 <sup>th</sup>	Event Management Team will provide Event Lead with TENTATIVE date and time for their event	
Sept 30 <sup>th</sup>	All event information due to the Event Management Team, including Event Title/Description, Speaker Information, Draft Event Run of Show and approval of any On-Site Equipment / Assets	Complete template (Appendix 2)
Oct 12 <sup>th</sup>	Event Management Team feedback on Draft Event Run of Show to Event Leads	
Oct 14 <sup>th</sup>	Event Slide Decks Due (Speaker Slides, Holding Slides)	Send through email / WeTransfer

	Submit Any Material or Download Links of Content for Approval	Send through email
<b>Oct 19<sup>th</sup></b>	Canada Pavilion at COP27 Events Program Finalized & Published	Canada Pavilion at COP27 Website
<b>Oct 12<sup>th</sup> – Nov 1<sup>st</sup></b>	Event Management Team and Event Leads Finalize Runs of Show	
<b>Nov 6 – 18<sup>th</sup></b>	<b><i>COP 27 Canada Pavilion Events Program</i></b>	

## Event Lead Partnership Agreement

As noted during the Intake Application Process, Event Leads selected for the program will be responsible for adhering to the **Event Lead Partnership Agreement** ([https://www.globeseries.com/wp-content/uploads/2022/07/EVENT-LEAD-PARTNERSHIP-AGREEMENT-CANADA-PAVILION-AT-COP27\\_EN.pdf](https://www.globeseries.com/wp-content/uploads/2022/07/EVENT-LEAD-PARTNERSHIP-AGREEMENT-CANADA-PAVILION-AT-COP27_EN.pdf)) and **UNFCCC Code of Conduct** (<https://unfccc.int/about-us/code-of-conduct-for-unfccc-conferences-meetings-and-events>). Click on the links above should you wish to further review.

## Program Development

### Event Lead Briefing Call

Each Event Lead is asked to attend one of the four mandatory briefing sessions offered. The mandatory briefing sessions will be offered in English or French, with two time options for each language.

**Please notify the Event Management Team through email to [pavillioncdp-coppavilion@globeseries.com](mailto:pavillioncdp-coppavilion@globeseries.com) prior to Friday, September 2<sup>nd</sup>, 5PM ET, to confirm which one of the four sessions you will be attending.** A calendar invitation will be sent to you upon confirmation.

- **English Briefing Sessions** – Moderated by Elizabeth Shirt, Managing Director, GLOBE Series
  - Option #1: Thurs, Sep 8 – 2:30-4pm ET
  - Option #2: Fri, Sep 9 – 10:30am-12pm ET
- **French Briefing Sessions** – Moderated by Carol-Ann Brown, President, The Delphi Group
  - Option #1: Thurs, Sep 8 – 11am-12:30pm ET
  - Option #2: Fri, Sep 9 – 2:30-4pm ET

### Participant Accreditation Information Form

Upon confirmation of your participation in the official program of the Canada Pavilion at COP27, each Event Lead is required to send the **Accreditation Information Form** (Appendix 1.) to every speaker requiring accreditation from the Canada Pavilion. For security reasons, this form **MUST** be completed by each speaker and returned **ONLY** to: [pavillioncdp-coppavilion@ec.gc.ca](mailto:pavillioncdp-coppavilion@ec.gc.ca). Please make sure to

convey the importance of filling out the information accurately and in a timely manner to all speakers. Forms need to be submitted no later than **September 14<sup>th</sup> at 5PM ET**.

**Should Event Leads have unconfirmed speakers at the time of the accreditation submission deadline, events risk having vacancies filled with speakers already accredited for COP27 by the Event Management Team or have their event removed altogether from the Canada Pavilion Event Program.**

## Event Information Guidelines

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All event information should be submitted to the Event Management Team through email no later than **September 30th at 5PM ET**. Appendix 2 of this document includes all information that is required to be submitted.

### Event Title and Description

Upon approval of your application, we ask that you update and refine your event title and description based on the guidelines below.

- 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 event title and description (all changes will be shared with the Event Lead)*

Please note that final event titles and descriptions will be made available in both English and French on the Canada Pavilion at COP27 event website. Event Leads are welcome to provide their event titles and descriptions in either or both languages. If the event title and description is not provided in both languages, the event title and description will be translated for you for inclusion in the program.

### Speaker Information

Speaker information is being collected to accurately include them in the official event program, on the event website and to track reporting metrics. Please provide the Event Management Team with your event speakers' first and last name, title, organization, headshot, biography, email address, phone number, and social media tags (if any). Biographies should not exceed 1500 characters.

Please note that only the speakers' first and last name, title, organization, biography and social media tags will be visible on the event website in the language of submission; all other information will be used for internal management purpose only and will not be distributed or shared externally.

### Run of Show Template

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).

The Event Management Team will review all draft Run of Show documents and revert with comments/ suggestions to the Event Lead by **October 12th, 2022**. Please submit a revised Run of Show document based on the comments and suggestions provided as soon as possible.

### On-Site Equipment / Assets

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.

## Event Slides & Assets

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Please ensure your final deck and any digital information, brochures, or links (either during, before, or after your event) are submitted through [www.wetransfer.com](http://www.wetransfer.com) prior to **Friday, October 14th, 5PM ET**.

### Event Slides

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.

### Other Assets for Distribution

Event Leads will have two options for assets distribution:

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

## Pre-Event Logistics

### Day of Event Calendar Hold

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On October 11<sup>th</sup>, Event Leads will be notified by the Event Management Team of their allocated event date and time, before the official event program will be published onto the Canada Pavilion at COP27 website.

Event Leads and Event On-Site Leads will receive a **Day of Event Calendar Hold** from the Event Management Team for your calendar which will include any further key on-site information. We suggest that you forward this calendar hold to your event speakers and moderator.

### Pre-Event Rehearsal

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To ensure a smooth delivery on the day of the event, we strongly encourage all Event Leads to coordinate a pre-event rehearsal for your event. The Event Management Team will not be responsible for organizing, managing or delivering these pre-event rehearsals.

The pre-event rehearsal will provide the opportunity for moderator and speakers to agree and coordinate on the transition between each section, understand how the event flows minute by minute, and understand who will be talking at which time.

Below is a list of items that the Event Management Team encourages Event Leads to review with your event speakers during the pre-event rehearsal:

- Round of Introductions (if needed)
- Review Event Content and Logistics
  - Moderator Opening / Closing Expectations
  - Section Transitions
  - Speaker Introduction Order / Speaking Order
  - Discussion Questions / Audience Engagement Tools (if necessary)

- Review Speaker Presentation Slides
- Where Each Speaker Will Be Sitting on Stage
- Dry-Run of the Full Event if Time Allows
- On-Site Expectations
  - Where to Check in Upon Arrival On-Site
  - How to Get to the Event Green Room
  - Dress Code

## Trip Planning

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The most up to date version of the below information can be found here on the [COP27 website](#)

### UNFCCC Accreditation

It is critical that all event leads, event participants and event speakers get submit the accreditation information form to ECCC by September 14<sup>th</sup> as this information will be shared with the UNFCCC. Once accreditation has been approved, the UNFCCC will issue letters to every accredited participant for obtention of Visas.

### VISA Application

Attendees from countries without a diplomatic representation can get a visa upon arrival by applying here: [VISA Application](#). This process needs to occur within 30 days of arriving in Egypt.

### Transportation

Sharm El-Sheikh is served by a well-connected, and extended network of sustainable transport systems. The main COP venue will be served by its own electric bus station that will operate daily shuttle buses in hotspots across the city.

### Flights

EGYPTAIR, the national airline of Egypt and Member of Star Alliance, proudly welcomes you onboard its flights to attend COP27. As the official carrier of this global event, EGYPTAIR offers you special flights' fares to Sharm El-Sheikh accessible through the following link: [EGYPTAIR Offers](#)

### Accommodation

To book your stay at one of Sharm El-Sheikh's sustainable hotels, please access the link here: [Book Your Hotel Now](#)

## On-Site Logistics

### Venue Location

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The conference will take place at the **Sharm El-Sheikh International Convention Center (SHICC)** (El Salam Road, Sharm El Sheikh, Egypt).

For more information on the conference venue and map, please click [HERE](#).

## Arrival & Sign in Process

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The most up to date version of the below information can be found here on the [COP27 website](#).

### 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.

### 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.

## Disclaimer

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Please note that, in exceptional and unforeseen cases, ECCC and the Event Management Team reserves the right to modify event formats, offer changes to content and/or speakers, and to cancel any approved event to align with the objectives of the Canada Pavilion at any time.

## On-Site Key Contact

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Should you have any questions or require any support on-site, our Event Management Team is here to support you in either English or French.

### Alice Martin

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## Appendices

Appendix 1 – Accreditation Information Form

Appendix 2 – Detailed Event Information