

ASTEROID **DAY**
30 JUNE

EVENT ORGANIZER TOOLKIT

ABOUT

[Asteroid Day](#) is a dynamic educational and awareness program to inspire the world about asteroids, including: their role in the formation of our universe, how we can use their resources, and how asteroids can pave the way for future exploration and finally how we can protect our planet from asteroid impacts. The United Nations declared 30th June as Asteroid Day, commemorating the anniversary of the Tunguska asteroid impact over Siberia, Russia, on the 30th June 1908. All around the globe, regionally organised events are held on Asteroid Day. These events range from live concerts and community events to lectures, presentations, and other educational programmes– all with the common goal of raising awareness of the need for increased detection and mapping of asteroids. Through Asteroid Day, we will continue to inspire people and young minds to look up to the sky and be excited about our Solar System.

Thanks to its partners and supporters, particularly the Government of Foundation Headquarters in Luxembourg, Asteroid Day has made significant strides educating the world about asteroids. Since the first events in 2015, the movement has grown exponentially.



ASTEROID DAY LIVE

In 2017, the Asteroid Foundation debuted the first ever 24-hour live conversation about asteroids, broadcast from the Broadcasting Center Europe (BCE) studio at RTL City in Luxembourg. Asteroid Day LIVE from Luxembourg returned in 2018, with 48 hours of content and commentary from experts around the world, hosted by British physicist, author and BBC commentator, Prof. Brian Cox. Prof. Cox hosted astronauts, scientists, physicists, government officials from numerous countries, and special guests who serve as Asteroid Day ambassadors and asteroid experts. Each passing year, Asteroid Day continues to expand its reach and educate millions of views worldwide.

Asteroid Day LIVE from Luxembourg is distributed via a dedicated satellite, available on local channels subscribing to the SES satellite network and the Asteroid Day website. Media outlets can download the feed directly from the satellite via CDN.

OUR MAJOR SPONSORS





WORLDWIDE EVENTS

Asteroid Day wouldn't be possible without its hundreds of regional events around the world. Their orientation towards education and awareness of space and asteroids drives our key message: to inspire, engage and educate the public about asteroid opportunities. Asteroid Day celebrates the educators, scientists, technologists, and global leaders who dedicate their lives to asteroid science and education. Besides raising awareness with their local communities about asteroids, regional events also send an important message to their politicians to encourage them to back research in the field of asteroid science.

At Asteroid Day Global, we created this toolkit to help you, the current or future regional coordinator and event host, to organise your very own Asteroid Day event in your local community. It will guide you through the steps of choosing the right type of event and how to gather support and get attention for it.

Every year, over 2,000 Asteroid Day events were held in UN-recognised countries all around the world. With your help, we can continue to increase this number in the future. Register your event here!



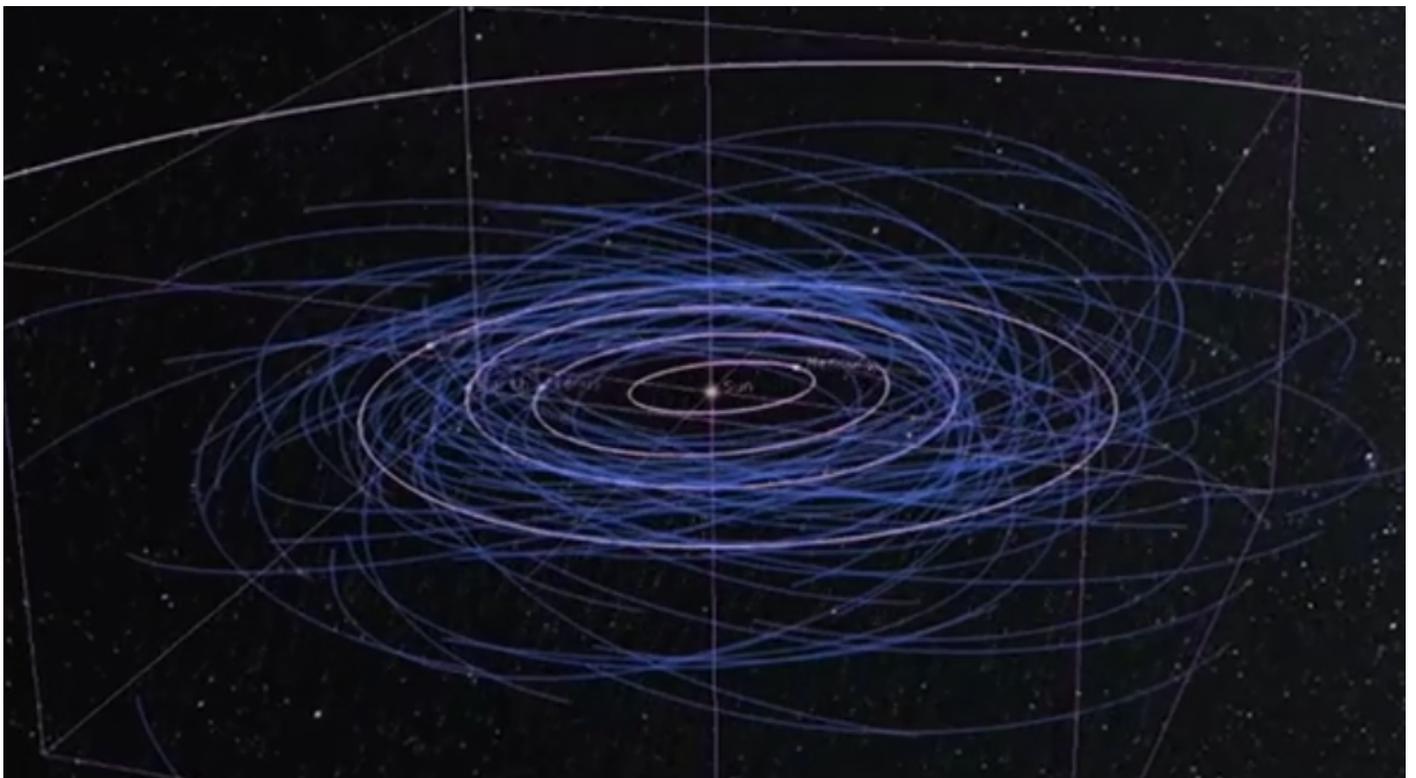
2018 Asteroid Day Regional Coordinator Event Map

WHY ASTEROID DAY?

In times of shrinking budgets for space agencies and research, it is vital to highlight the importance of public support for such research. Budgets and funds are allocated by policy makers who react to public pressure. Let us show political decision makers that science, space, and its exploration are backed globally by citizens. This support comes because they do more than considerably advance technology, support research institutions and scientists, but also because exploration beyond the known frontiers and the advancement of knowledge are inherent parts of humankind.



Beyond this, Asteroid Day educates the public on new space industries, accelerating technologies and the advancement of space-based activities. Today, there are missions advancing efforts to identify the characteristics and trajectories of asteroids and develop greater detection, tracking and deflection techniques. One example, DART, is the first demonstration of a kinetic impact technique to change the motion of an asteroid in space!



Asteroid Day pushes for an increase in asteroid discoveries, the mapping of our solar system, and the development of technology that may one day allow us to protect our planet from asteroid impacts.



HOW TO ORGANISE AND HOLD A SUCCESSFUL ASTEROID DAY EVENT

On the following pages, you'll find helpful information on the various steps and needed materials to make your event a success at attracting interested participants and get relevant exposure to (local) media.

1. **Decide on your type of event**
2. **Hosting and promoting a Virtual Event**
3. **Establish a working group for your event**
4. **Develop key messages**
5. **[Register your event on asteroidday.org](https://asteroidday.org)**
6. **Launch a media campaign**
7. **Ensure participation in your event**
8. **[Report after your event](#)**

1. DECIDE ON THE TYPE OF EVENT

Asteroid Day has developed several event ideas and activity templates, but regional coordinators are welcome to carry out their own ideas and share them with other event organisers and coordinators.

When deciding what type of event you want to organise, it is important to first consider your available resources. For instance, if there is no planetarium close to your event's location, there is no need to organise a 360° dome presentation of our solar system. Equally, don't organise a lecture for 200 people if your local village can only host 50. Instead, consider having 50 people attend your event in person and offering a free live stream of your event to reach people beyond your village.

Realistically estimate your own manpower as well as time and effort invested. You will likely be organising your Asteroid Day event in your spare time. Without an organising team or institution behind you, it is unlikely you will be able to run a day-long event with 10 different activities at 2 locations. Set realistic goals to make your event successful and build on this the following year.

Take the following organisational aspects into account when organising your own Asteroid Day event:



Date & Time

Ideally, your event should take place on or around the 30th June at a time of day that works best for your guests and event as a whole. Consider global or regional events, national holidays and festivities which may have an impact on your event. The FIFA World Cup and Euro Cup coincide with Asteroid Day every two years (2018, 2020, 2022, etc.).

We also encourage event organisers to host activities all year long. Why not organise a lecture series on space and asteroids with a different speaker each month? Or organise an event based on an asteroid passing by Earth?



Location

Start thinking about possible locations early in the planning process as the facilities should fit the programme and activities. Consider the availability of your budget and of the location on or around the 30th June, and whether the venue will be able to accommodate the expected number of your guests. We suggest partnering with observatories, planetariums, museums, university centres, local schools or your city park, but smaller events can also be held in restaurants, bars, open fields, or your backyard for a stargazing activity with friends. If the venue needs to be booked in advance, make sure you have secured it before announcing your plans to the public.

Event Audience



Consider who you're organising the event for and what audience you want to target. Students of astrophysics have different expectations than a general audience of laypeople, just as an event for school children requires other activities than an adult only event. Model your event on the type of audience you're targeting. Knowing your audience will help build a pathway to what kind of event you will host.

Programme & Activities



The mission behind your activities is to spread knowledge and awareness of asteroids in interactive and engaging ways. This should be adapted to you, the targeted audience, as well as the type of event and time it is held. Your programme will serve as primary content to publicise your event and act as its outline.

Activity Suggestions (all activities listed below are free)

- Screen and watch parts of the **Asteroid Day LIVE broadcast June 30th**.
- Show video clips provided by Asteroid Day, such as **Scientists Rock**, to breach the topic of asteroids, mix and match your own video programme. Maybe you'll even find local video specific to your country!
- Screen an asteroid film
- A **presentation on asteroids** (we have several open source lectures available [here](#)).
- A series of talks by guest speakers, lectures by **asteroid experts**
- **An astronaut appearance** - check with Asteroid Day Global if it's possible to connect via Skype to one of the year round asteroid day supporters.
- **Stargazing** at observatories
- **Arts and crafts workshops**, (i.e. building your own asteroid, or assembling a model of asteroid Eros)
- A **3D-printing workshop** using NASA's open source asteroid models
- Activities surrounding current asteroid missions.
- Contribute to scientific asteroid observations via the **Target Asteroids! programme**
- Hold a space-related **costume contest**

To accompany your activities and educate your audience about asteroids, Asteroid Day puts our extensive video library at your disposal:

- Expert panels on various topics from Asteroid Day LIVE
- 7-part video series Scientists Rock featuring Neil deGrasse Tyson
- Asteroid Update series

Any of these activities can be combined with one another and you are welcome to submit your own ideas and activities for other regional coordinators to use to events at asteroidday.org.

2. Host a Virtual Events

Today, we are luckier than ever to have a ton of different ways to connect with others virtually. With people asked to stay at home, organizations, schools, companies, and people all over the world are using online programs daily to connect with one another. To help you host your virtual event, read about some of these popular online chat programs:

For hosting a more intimate virtual event:

- [Skype](#): One of the oldest video call platforms out there, Skype supports big groups with no real-time limit (four hours per call, 100 hours per month), for free. Learn more about how to set up a Skype meeting call [here](#).
- [Google Meet](#): Google meet is great for participants that have Google (Gmail accounts). Conferencing can be set up easily in the calendar, which makes joining calls super easy. Learn [here](#) how to set up a Google Meet call.
- [Zoom](#): hands-down the most popular enterprise calling platform out there- Zoom is the best platform to host large scale community chats (so long as you know everyone in the call). The interface easily allows you to present to those calling in and host webinars. It also gives you many useful options and tools as the event host. However, we do not recommend using Zoom for calls in which sensitive information may be discussed as it has poorer security standards. Learn how to use Zoom [here](#).



Live

If you would like to host an event open to the public, we recommend streaming your video rather than inviting anyone to the call (there are [plenty of examples](#) as to why you shouldn't hand out your meeting link to anyone).

To stream your virtual event, check out these great platforms.

- [Youtube Live](#) is a great streaming method as it offers a live chat feature where your attendees can ask questions and take part in discussions! This would be the best option for a large audience and for Q&A sessions. (Click [here](#) for a tutorial)
- [Facebook Live](#) can also be used and is a stream that you could directly implement into your Facebook event page making it great for smaller, invitation-only gatherings! (Click [here](#) for a tutorial.)
- [Twitch TV](#) is a live streaming platform that is specialised in hosting online streams. It would be most appropriate if you are planning on making your live stream a regular occurrence rather than a one-time event. (Click [here](#) for a tutorial)



How to Market Your Virtual Event

Here are some great ways to get the word out there that you'll be hosting an online event:

- Facebook events – Creating a Facebook Event is an efficient way to make sure that the event is promoted to your community and to see who will attend. Check out how we marketed our [Space Connects Us](#) event on Facebook.
- Send a newsletter – a newsletter can be sent directly to guests, attached to your Facebook event page or even published on your website. It is a great way to summarize what your event will be about and can serve as a reference point when your event is split into multiple segments. See how we marketed our Space Connects Us event in our [Asteroid Day newsletter](#).
- Email your friends & family – Consider inviting your friends and family for a more intimate event. Encourage them to invite their friends. You'll have a group of people who probably don't know too much about the subject matter, but will want to hear it from you!
- Share it with your local news outlet – working with a local media source ensures that the general public will get to know your event if it is open to the public.

Remember, when hosting a virtual event, it is very important to make sure people will be able to join easily. Be sure to test all the links to ensure everything works properly.

Virtual Event Ideas

You can still host many of your original event ideas online! Here are some suggestions with links to some helpful resources:

- Online short story contest. Host a two part virtual event! Consider the theme of [Issac Asimov](#) and encourage your audience to write their own science fiction story about asteroids. Explain the parameters of the stories and have them submit via Google forms ([here is a tutorial](#) on how to use Google forms) The contest can be divided into categories according to student levels. The chosen judges will be able to evaluate these tales online. Invite everyone back 2 weeks later to announce the contest winner and have them read their story out loud!
- Host a lecture on asteroids. Here's some interesting subjects:
 - Events of [Tunguska](#) and [Chelyabinski](#);
 - Progress of the Osiris-REX, [Hayabusa-2](#) missions;
 - [DART-HERA](#), future joint mission between ESA and NASA for planetary defense;
 - Did you know that our planet has a second "[mini-moon](#)" floating in its orbit at the moment?
- Watch Asteroid Day content on our [WATCH page](#)!
- Get inspired by what other event organizers are doing by reading our [articles online](#).
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Sample Asteroid Day Events

Santiago de Chile, Chile

The Diego Portales university held an inclusive event teaching visually impaired and blind children about asteroids and impact craters using innovative teaching methods.

Tucson, Arizona, USA

The Flandrau Science Center and Planetarium of the University of Arizona hosted leading asteroid researchers working on NASA's OSIRIS-REx asteroid sample return mission to present their research, and opened their asteroid exhibits to the public.

Pakistan

Pakistani journalist and engineer, Mohammad Iftekhar Yezdani, organised an outdoor programme in various cities including an asteroid-themed walk, an open-air space art exhibition, talks by speakers and stargazing activities to round the night off.

Vienna, Austria

Experts of Vienna's Natural History Museum gave a presentation about micro meteorites and the 100 tons of debris they bring to Earth each day, teaching participants how to easily find parts of these fascinating objects on their own roof using magnets.

Caracas / Maturín, Venezuela

Despite the outbreaks of violence and protests across Venezuela in 2017, several Asteroid Day events were held in Caracas and Maturín where astronomy and geology students taught primary school children about asteroid physics and how an impact would directly affect the country's infrastructure and school system.

Poznań / Warsaw / Międzychód, Poland

Astronomical observations, workshops and a concert were organised at the Poznań Observatory and in 2 other cities for 1,000 local students. Poznań's mayor presented regional coordinator Tomasz Kluwák with an official city award for his work in public asteroid education.

Pittsburgh, Pennsylvania, USA

Using three meteorites heated to 400°C, local Pittsburgh brewery Church Brew Works created a so-called Asteroid Ale following an old Stein Bier brewing technique, which they unveiled to the public alongside a 900 pound fragment of the Chinese Nantan meteorite.

3. ESTABLISH YOUR EVENT TEAM



Before organising your event, join forces with other people interested in asteroids from your community to help you in the planning process and delegating tasks. Maybe you'll even manage to get sponsors on board that are willing to support your activities!

The members of your working group will help tackle the various aspects of coordinating the event. Try to get a team together as soon as possible in the planning process to spread the work and distribute tasks. As your team grows, members can take on specialised roles for smooth and efficient organisation.

Chair

The person in charge of **coordinating the event and delegating tasks** to the various group members putting the event together. Ideally, the chair would be someone with previous experience in organising an Asteroid Day or similar event and comes from a scientific background to make sure the information shared in talks and presentations is accurate. However, anyone who is motivated to organize an event works as well!

Communications Team

This group is tasked with getting the word out and developing your event's message. They reach out to the **press and look for media coverage** of the event. Recruit people with strong writing skills, good at creating promotional videos and design work, and who are social media savvy to use as many promotional channels as possible. Maybe you can even find someone with contacts in the local press to join your organising committee.

Outreach & Engagement Team

These team members are going to **promote your event in the local community** to encourage attendance. Depending on the scale of your event, engagement and communications can be merged as one core group. A big part of the outreach team's job is to attend other local or regional events to distribute flyers, make the rounds of their neighbourhood to put leaflets in letter boxes, or hand out information at relevant institutions. If your event reaches a critical mass of participants and workshops running at the same time, consider using the outreach team to recruit volunteers to help during the day.

Sponsors

A sponsor could help **promote your event** to their network or help you in other ways, for example with goods and services, to help turn the day into a success. Your sponsor could be a local astronomy club, a museum, or planetarium, the owner of the venue your event will take place, or a local business that agrees to help out by providing free food to participants.

4. DEVELOP KEY MESSAGES

Short and concise messages are key to reach your audience, especially when establishing a new Asteroid Day event for people that may not have heard about the day before. Below, you will find a few sample messages that you can use in the local promotion of Asteroid Day and your event. If your event is held at a university, planetarium, observatory, or other institutions, it might be a good idea to include a short statement about the important work the institution is doing to promote education about space and asteroids or even the programmes in planetary science, astrophysics, and aerospace.

To give you an example, the Asteroid Day event taking place at the University of Arizona in 2017 focused strongly on the involvement of the university's Lunar and Planetary Laboratory in the OSIRIS-REx asteroid mission. These messages are important to show people potential opportunities that allow them to get involved themselves.

Sample Key Messages:

1. Since its inception in 2014 by astrophysicist and famed guitarist for QUEEN, Dr. Brian May, filmmaker Grigorij Richters, Apollo 9 astronaut Rusty Schweickart, three-time shuttle astronaut Dr. Ed Lu, and President of the B612 Foundation, Danica Remy, Asteroid Day has sparked a conversation about asteroids throughout thousands of events all over the world. By bringing the general public, researchers, and policymakers together, Asteroid Day aims to educate about space and asteroids while raising awareness about the need for early detection and further research.
2. Asteroid Day is a program run by a Luxembourg non-profit organisation, the Asteroid Foundation. Asteroid Day was created to inspire, engage and educate the public about asteroid opportunities. Asteroid Day celebrates the educators, scientists, technologists, and global leaders who dedicate their lives to asteroid science and education. Asteroid Day is recognized by the United Nations and held annually on the anniversary of the 1908 Tunguska asteroid event. Each year, Asteroid Day partners with individuals along with science and educational organizations worldwide to attain a global audience of millions. Asteroid day has partners on all five continents, who have organized vibrant, multi-tiered educational programs in their own communities.
3. In December 2016, 30th June was declared Asteroid Day by the United Nations, commemorating the 1908 Tunguska impact in Siberia on the same day. Through local events organised in over 190 countries around the world, Asteroid Day brings together people interested in space and asteroids from different backgrounds, cultures, and life experiences. Asteroid Day shares information and teaches about the science, opportunities, and risks of asteroids while continuing to inspire people and young minds to look up into the sky and to be excited about our Solar System.

5. REGISTER WITH ASTEROID DAY



Register your event

Once you have an idea of what kind of event you want to put on, fill in the form to register it with us. This is the most important step of the entire process.

REGISTER YOUR EVENT

After you have planned your event, you should register it on the [Asteroid Day site](#).

We will publish registered events on our world map for people interested in Asteroid Day to find local events near them. This gives you greater exposure and you can benefit from our global promotional efforts. Additionally, registration is an important tool for us to track the overall growth of Asteroid Day. Who knows, your event might be mentioned in worldwide press stories, if we know what you are doing!

If you have an interesting story about the organisation of your event or a particular activity to share, you can send the story and photos to events@asteroidday.org. We will publish noteworthy stories online, in our newsletters, and on social media, further increasing the attention to your local event.

Once you've registered as an official independent Asteroid Day event, we will keep you updated with our event organizers newsletters and occasional global conference calls. If you are organising multiple events in your city or country, let us know and we may ask you to join our regional event coordinator group.

REGISTER YOUR EVENT



6. LAUNCH YOUR MEDIA CAMPAIGN

Once you've [registered](#) as an official independent Asteroid Day event, you can launch your media campaign to promote your activities. Press interest is vital to building attendance and will further highlight asteroids as a topic of public interest, increasing awareness of asteroids which is the goal of Asteroid Day. With your communications team, draft a media plan incorporating your key messages, a list of press contacts, then establish a timeline for communications with the press and on social media.



Whether it is via [Twitter](#), [Facebook](#) or [Instagram](#), using the correct hashtag and key words can change your attendance dramatically. Consider using the following to promote your Asteroid Day event:

GENERAL

- #AsteroidDay is a UN-sanctioned global awareness and education movement on the importance of @asteroids. <http://www.asteroidday.org>
- Join us for @asteroidday and for more information, <http://asteroidday.org>
- The @UN officially designated #AsteroidDay is a global movement to protect our planet. Join me and learn more.
- Follow @asteroidday and sign the 100X Declaration <http://asteroidday.org/100x>
- Did you know @Asteroidday was co-founded in 2014, by astrophysicist and lead guitarist of QUEEN, @DrBrianMay, President of @B612Foundation, Danica Remy (@MVdar), Apollo 9 Astronaut, Rusty Schweickart, and filmmaker @GrigRichters!
- Watch #AsteroidDay webcasts at <http://asteroidday.org> and engage with us on Social Media.
- Learn about #science, opportunities, and risks of #asteroids this #Asteroidday!
- #AsteroidDay is recognized by the @UN as a dynamic awareness and #educational program to inspire the world about the #science, opportunities, and risks of #asteroids. Learn more at <http://www.asteroidday.org>.

ASTEROID FACTS

- Did you know that the water you are drinking may have come from an #asteroid? #AsteroidDay #asteroid
- Did you know Asteroids are the only natural disaster we know how to prevent and teach us about the origins of life on our planet? Let's do it! <http://asteroidday.org>
- Did you know #asteroids are left over matter from the formation of planets in our solar system? @asteroidday #AsteroidDay #asteroid
- Like our planet #earth, #asteroids orbit the #Sun! The majority of them are contained in the Asteroid Belt between Mars and Jupiter. @asteroidday #AsteroidDay
- Let's accelerate the rate of #asteroid discovery by funding space telescopes and other tools and technologies to find asteroids! @asteroidday#AsteroidDay
- Have you ever heard of a Gravity Tractor? If an #asteroid were detected early enough, it could divert its path using the gravity of a spacecraft! Learn more about #asteroids this #AsteroidDay. <http://asteroidday.org>

When creating your own social media blasts make sure you use the correct # or @. Try to add #asteroid #asteroidday and your #country to every post!



7. ENSURE EVENT PARTICIPATION

Here are few tips to ensure your event is well attended:

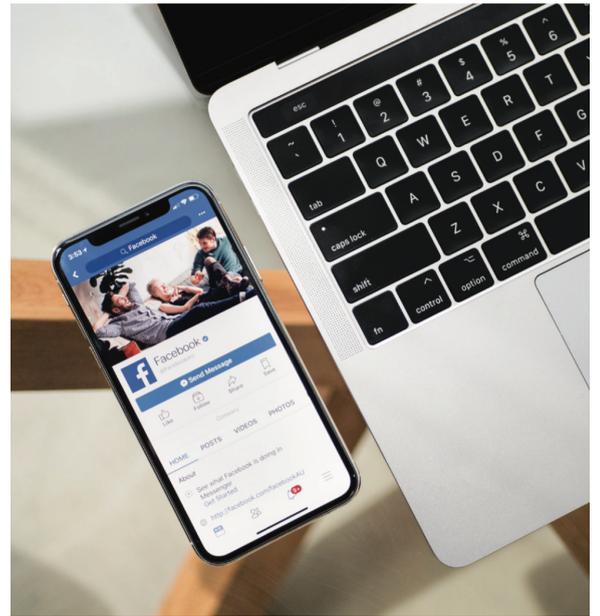
Advertise early

The earlier you start to promote your event, the more time you have to spread the word and reach more people.

Use social media

No promotional campaign is complete in today's world without social media. Create a Facebook event that can be shared with your followers, draft compelling posts and prepare other content to share regularly. Tag @AsteroidDay in all of your posts and use the #AsteroidDay hashtag.

You can use the official Asteroid Day social media as a source for interesting content and information to share on your pages alongside your own messages.



Advertise in your local community

It is a good idea to create a flyer or leaflet with your programme which you can hand out at community events, place strategically at relevant institutions or distribute door-to-door. An event poster is another great way to get attention as they can be hung in public places, shops, post offices, bus stops, etc.

Partnerships

Local businesses might be interested in sponsoring your event or provide products in support. At the least, you can always ask if they are willing to advertise your event to their customers by leaving leaflets or posters at their premises.





Engage local leaders

Talk to local politicians, like your mayor, about endorsing and supporting your event. This raises the interest of local media and a post on a town's, mayor's or other official's social media profile can go a long way in attracting an audience.

Contact educational institutions

Your local school or university is certainly interested in promoting a science-based event to their student body. They can pass along information about it to their students or might even be interested in participating in an official manner in the event and help organising.



Reach out to local clubs and organisations

Approach local clubs and organisations about partnering with your organising team and supporting your Asteroid Day event. Target specific organisations that are likely to be interested in space-related activities like a local scout group, space club, amateur astronomers, photography club, etc.

Register your event with Asteroid Day

We strongly encourage you to officially register your event with us so we can help you get the word out. Go to www.asteroidday.org and [register your event today!](#)

YOUR MEDIA TO DO LIST:

Before the event ...

Compile a media list

Look for a broad range of reporters and outlets. Consider reporters covering space, science, technology, community events, politics, etc. Scour local media websites for contacts and reach out to them directly.

Reach out to key people

Try reaching reporters and journalists directly. Ask them for one-on-one conversations to pitch Asteroid Day and your event to them and why it and asteroids are an issue they should cover.

E-mail out a media alert

Explain in concise terms why Asteroid Day and your event are important and newsworthy. Send this alert out the week of the event and once again the day before. You should include the following information:

- Noteworthy and renowned attendees (i.e. researchers, scientists, local politicians etc.)
- List of your activities and programme
- Event location
- Time and date of your event
- The aim of Asteroid Day and the importance of increased asteroid discovery and research

After the event ...

Document your event

During the event, your communications team should assemble information on the event and take photos to post to social media, provide material to reporters for stories, and to write up the event's press release.

[Report your event on asteroidday.org](https://asteroidday.org) with the below details. *See photo guidelines below.*

- Number of attendees
- Take photos of various activities. Share them on social media using the hashtag #AsteroidDay and tag us with @AsteroidDay
- Get quotes from attending notables

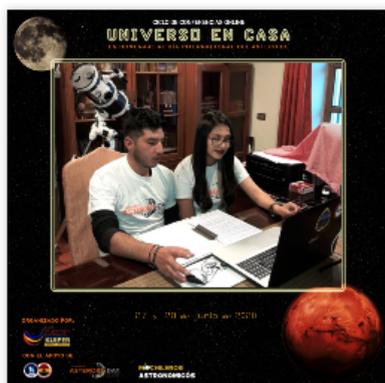
Prepare and distribute a post-event press release

You should prepare a press release covering your event that the media can use as a guideline for their coverage. Include the following:

- Information on the event, its organisers, the institution that supported it, and Asteroid Day in general
- Statistics of the day
- Quotes from the organisers, participating astronomers, and other notables
- Photos, including captions describing the pictured scene
- Video clips for online reports, if available

We recommend drafting the press release in advance, leaving space to fill in quotes, statistics and photos during or immediately after the event, so you can share it with media outlets and reports as soon as possible. Reach out to your contacts in the media by phone to assure reception of the release.

8. REPORT AFTER YOUR EVENT



ASTEROID DAY HIGHLIGHTED EVENT – PRESTIGIOUS SPEAKERS MADE BOLIVIA'S ASTEROID DAY 2020 A SUCCESS

DECEMBER 4, 2020

To celebrate this year's Asteroid Day and stay within the safety guidelines for the pandemic, the Kuiper Planetary Geology Club (Club de Geología Planetaria Kuiper) in Potosí, Bolivia organised an online conference called Universe at Home (Universo en Casa). "Personally and as a club we are proud to celebrate, for the second consecutive year, the [...]"



ASTEROID DAY HIGHLIGHTED EVENT – ASTRONOMY ON TAP, THE NETHERLANDS

NOVEMBER 6, 2020

Astronomy on Tap is a popular Dutch event that takes place on the first Monday of every month in the Buckshot Cafe in Groningen. At least, it did until the restrictions to control the pandemic were enacted. Like so many other events, Astronomy on Tap moved online, and for their July edition they chose to [...]"



ASTEROID DAY HIGHLIGHTED EVENT – WEBINAR AND POSTER COMPETITION, INDIA

OCTOBER 22, 2020

To celebrate this year's Asteroid Day, the Indian organisation STEM and Space organised a pair of on-line webinars followed by a poster competition for school children. The initiative attracted 300 students on-line, where they were split into two classes depending upon their age. As part of the webinars, the students took part in an [...]"

We want to hear about your event! Go to asteroidday.org and fill in the [Report After an Event](#) form and have a chance at being featured on our website. Organizations that submit the following information have the greatest chance of being featured:

- Great event photos and/or video
 - featuring participants, hosts and general event
 - includes the Asteroid Day logo
 - includes partner logos
- Submit marketing materials including:
 - links to event promotional materials online
 - event promotional posters, newsboards etc.
 - press releases, media blasts
 - social media promotion (images or text)
- Event Descriptions
 - Where did it take place?
 - Was it developed with another partner organization?
 - What were the highlights of the event?
- Audience details
 - number of attendees
 - who was in the audience

Asteroid Day Highlighted Event – Astronomy On Tap, The Netherlands

November 6, 2020



Astronomy on Tap Flyer

Astronomy on Tap is a popular Dutch event that takes place on the first Monday of every month in the Buckshot Cafe in Groningen. At least, it did until the restrictions to control the pandemic were enacted. Like so many other events, Astronomy on Tap moved online, and for their July edition they chose to celebrate Asteroid Day with us. The online event took place on 6 July, which was the closest of their meeting events to Asteroid Day on 30 June.

"We were very happy that despite the fact that we can't host the events in the pub anymore, we are able to organise it online and share our passion and knowledge," says Dr. Katya (Kateryna) Frantseva, a postdoctoral research fellow at the Kapteyn Astronomical Institute, University of Groningen, The Netherlands.

The speakers for the evening were **Roosla Kokotanekova** and **Matthew Kenworthy**.



Roosla is a Research Fellow at the European Southern Observatory (ESO). She presented her talk Comets and Asteroids: Milestones in the Solar System History, and took questions from the on-line audience. Matthew is an associate professor of astronomy at Leiden Observatory in the Netherlands and gave a talk about Seeing the shadows of planets, comets and rings around other stars. He too fielded questions from the online audience.

Following these two lectures, the attendees headed over to their virtual pub to take part in an astronomy quiz via kahoot.it.

Although no one knows yet when Astronomy on Tap may return to the Buckshot Cafe rather than being conducted online. There is one thing on which Katya is certain. Asked whether she plans to stage another Asteroid Day event next year she answers with a resounding, "Yes."

We will be in contact with you if we feature your event and organization on the blog – so please

REPORT AFTER AN EVENT

GREAT EVENT PHOTOS & VIDEOS

After your event, submit your [event report](#) with your high quality images! Each month we feature an Asteroid Day event Organizer on our blog using your event reports- so [send them in!](#)

We encourage you to take as many clear high quality photos as possible, such as:

- Organizer group photos
- Pictures of your attendees (especially candid photos of your guests)
- Photos of your AD event promotion posters, banners and print materials
- Anyone in an Asteroid Day t-shirt
- People being interviewed
- Photos capturing the location of your event
- News and articles written on your event

We have event coordinators all around the world and love seeing pictures and videos of your events. If you want your Asteroid Day event to be in the spot-light we recommend submitting non pixelated, high resolution files. If you are able to have a professional photographer or videographer volunteer, perfect!

Here are some of our favorite images from our event coordinators:



ASTEROID DAY BRAND GUIDE

We've created a unified system for Asteroid Day logos, to make your event logo easy to create. Your logo will be used on all of your branded materials, so take a minute to make sure you get it right!

Your Asteroid Day logo

Your Asteroid Day logo will be used throughout the course of your Asteroid Day event: on letterhead, on your website(s), on social media, and on all event materials and signs.

Designing your logo

We provide two different templates you can download and customize for your event. Each includes a text field for you to type in your event name (in Helvetica) so it automatically appears in the correct place. (For events with longer names, there is a template that puts the name of your event on a second line.)

Asteroid Day Logo [Download](#)

Asteroid Day logo templates (.eps, .pdf, .psd)

Specifications

Typeface: The typeface (Lato) is an integral part of our visual identity and should not be changed or substituted. Lato comes installed on most computers, but if you do not have access to it, use Arial.

Tracking: Letter-spacing in the Asteroid Day logo templates is set to 0. Do not adjust this setting.

Kerning: You can kern individual letters in your location name, if needed.

Alignment: The name of your event should always align left in relation to the top of the "A" in "Asteroid Day," and should be sized at exactly 13pt. Tracking in the Asteroid Day logo templates is set to 0. Do not adjust this setting.

Color: Your Asteroid Day event's logo should always include an orange and grey "Asteroid Day" with orange and grey city and country.

Example logo: Asteroid Day India



Color Details

In the event that a printer is inaccurately printing the color, please make adjustments to match the logo as best as possible.



Asteroid & Location Color
RGB 238/115/0
CMYK 0/52/100/07
Web #EE7300



Date Color
RGB 132/132/132
CMYK 0/0/0/48.2
Web #848484

Example logos: Background color

Use a solid, all-white or all-black background, as shown at right. Do not place your Asteroid Day event's logo on other colors or on photographic, patterned or illustrative backgrounds.



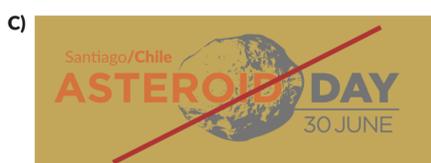
Clear space

To ensure that your Asteroid Day event's logo is presented in the best possible manner, a minimum buffer zone of clear space should always be maintained around the perimeter of the logo. Other logos, graphics or copy must be kept out of this zone. (Logos may not be "locked up" with any other logos or images. Other logos cannot appear as if they were a part of your Asteroid Day event's logo.)



What to avoid

- Do not set the place name in all caps, or change its size.
- Do not change the color of Asteroid Day, the place name, or any other part of the logo.
- Do not place your Asteroid Day event's logo on other colors or on photographic, patterned or illustrative backgrounds.
- Do not create your Asteroid Day event's logo in your own typeface.



MEDIA ALERT SAMPLE

LUXEMBOURG ASTRONOMY CLUB CELEBRATES ASTEROID DAY

Local astronomy club outside the city of Luxembourg to celebrate Asteroid Day for the first time.

Near-Earth asteroids pose a potential threat not only to humankind, but to our entire planet. Asteroid Day, a global event officially sanctioned by the UN, calls for an increased rate of detection and the tracking of potentially hazardous asteroids and the development of deflection technology to protect our planet. Luxembourg stands in the epicentre of the international space industry and as Luxembourgish amateur astronomers, we are proud to join Asteroid Day in its efforts to educate the public about asteroids.

The head of the local astronomy club, Prof. John Smith will kick off a day of activities for all ages, including a 3D-printing asteroid workshop, presentations on the latest asteroid science by asteroid experts Mark Boslough and Patrick Michel, as well as a stargazing activity using the club's own set of telescopes in the evening. The event is followed by a fundraising concert for the Asteroid Foundation in the city park the following day.

WHO?

John Smith, Head of Luxembourg Amateur Astronomers

Neil Armstrong, Director of the Luxembourg Amateur Astronomers Asteroid Day Committee Sarah Andrews, Astronomy Professor

Emily Johnson, Space Foundation

WHEN?

Saturday, 30th June 2018, 12:00 - 10:00 PM

WHERE?

Amateur Astronomer Club House in Cessange, Luxembourg

CONTACT

Neil Armstrong, for more information at: +XXX - XXX-XXX-XXX / neil@armstrong.lu

PRESS RELEASE SAMPLE

FOR IMMEDIATE RELEASE

Contact: Neil Armstrong, +XXX - XXX-XXX-XXX

ASTEROID DAY COORDINATORS TO HOLD FIRST EVER LUXEMBOURG AMATEUR ASTRONOMERS ASTEROID DAY EVENT

=1,500 participants learnt about space, asteroids and the missions under way to these celestial bodies

LUXEMBOURG - Today, the Astronomy Club in Cessange, Luxembourg, held its first Asteroid Day Event called "Astronauts, Asteroids & I". More than 1,500 local students, children and interested residents took part in the club's activities celebrating Asteroid Day at the astronomy club house and surrounding fields. Throughout the day, they learned about asteroids, the potential threat they pose to our planet, current missions by space agencies on their way to these space rocks, and how humankind can employ technology to avoid impacts. With Patrick Michel and Mark Boslough, two world-leading experts on asteroids were on hand to give presentations and answer the questions of attendees. The astronomy club's head, John Smith kicked off the day's activities. In honour of Asteroid Day's mission to raise awareness of and educate the public about asteroids, some enthusiastic and technically skilled amateur astronomers and members of the club had organised a 3D-printing workshop for asteroid models, using this hands-on approach to teach participants about the creation and composition of asteroids.

"This was the first time we organised an Asteroid Day event," said Buzz Aldrin, a member of the Astronomy Club's Asteroid Day Organising Committee. "Our many activities focused on teaching participants about space and asteroids. Residents responded really well to our call and were very interested in learning more. We are really looking forward to tomorrow's concert to raise money for the Asteroid Foundation that will round off our weekend."

"Asteroids have the potential for great destruction, but at the same time we can learn a lot about the origins of our solar system from them", stated Emily Johnson, CEO of the Space Foundation and supporter of the amateur astronomer's efforts. "Humankind as the technological capabilities to protect ourselves from an impact, we just need to push for increased research in this field and need the necessary budgets to continue launching research missions."

The mission of Asteroid Day is to raise global awareness for asteroids and accelerate their detection and tracking efforts. Local events such as the one held today here at the astronomy club facilities help to make the day truly international and cooperative. Our organising committee will keep up its efforts to promote asteroid education in Luxembourg and meets every other Tuesday from 7:00 - 8:30 PM in our headquarters in Cessange, Luxembourg to discuss future editions and other outreach activities throughout the year.

Find out more at asteroidday.org

Photos available for use:

< Photo 1: Group photo >

John Smith, Neil Armstrong and Sarah Andrews in front of the university's Astro Lab with AD participants

< Photo 2: Stargazing Workshop >

Astronomy student Jane Shepard showing Lara, 9, and Claire, 10, how to use a telescope.

ACCESS POSTERS AND MERCH



Asteroid Day HQ wanted to make it easier for you to promote and produce your best branded event.

Poster

Every year, we try to provide a special Asteroid Day poster that you can download and use to promote your local event. This year's poster is free to download online. Download the latest poster template on our [website](#).

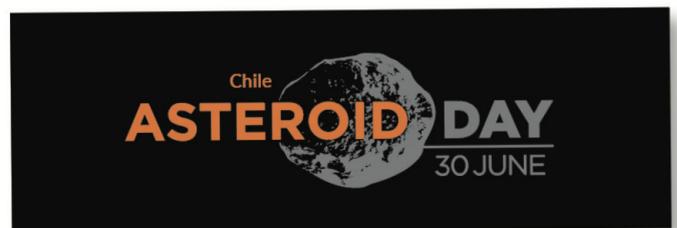


Merchandise

Asteroid Day has teamed up with Redbubble (a world- wide print on demand supplier) to offer you your very own locally branded merchandise. Offering a variety of products including t-shirts, stickers, and mugs, you can order everything online and have it available for your event!

To get your branded merchandise, enter “Asteroid Day Merch Redbubble Merch Shop” into your search engine or [click here](#).

If you do not see your country’s location available for purchase, please contact events@asteroidday.org



ASTEROID DAY IS MADE POSSIBLE BY THE FOLLOWING KEY SPONSORS.

Their financial support enables the production of Asteroid Day Live from Luxembourg as well as supporting our year round educational activities and outreach and support to the local independently organized Asteroid Day events all around the world.



Luxembourg Space Agency

The Luxembourg Space Agency was founded in 2018 with a mission to develop the space sector in Luxembourg by fostering new and existing companies, developing human resources, facilitating access to funding and supporting academic research. The agency implements the national space economic development strategy, manages national space research and development programs, and leads the SpaceResources.lu initiative. Furthermore, we represent Luxembourg within the European Space Agency and space-related programs of the European Union and the United Nations. We are focused on supporting a sustainable ecosystem for the space industry and offering a platform in Europe for commercial space development. One that connects billions of people, and allows us to understand what's happening on Earth just as it helps us to explore new frontiers. To learn more about our projects and resources to help you propel Space innovation forward, visit: space-agency.public.lu



B612

B612 is dedicated to protecting Earth from asteroid impacts. We do this through driving forward the science and technologies needed to protect the Earth from asteroid impacts through the Asteroid Institute and educating the public, the scientific community, and world governments about asteroids through programs such as Asteroid Day. b612foundation.org



Broadcasting Center Europe (BCE)

BCE is a European leader in media services, system integration and software development in the areas of television, radio, production and post-production, telecommunication and IT. With its extensive experience on the media market, our team provides high-quality services and will always find the solution that matches your project and budget. With more than 200 highly qualified and motivated personnel, BCE serves about 400 clients in various sectors, such as TV channels, radio stations, film distributors, producers, advertising companies, telecommunications operators and public services. Further information available at: bce.lu



SES

SES is the world's leading satellite operator and the first to deliver a differentiated and scalable GEO-MEO offering worldwide, with more than 50 satellites in Geostationary Earth Orbit (GEO) and 12 in Medium Earth Orbit (MEO). SES focuses on value-added, end-to-end solutions in two key business units: SES Video and SES Networks. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators, governments and institutions. SES's portfolio includes the ASTRA satellite system, which has the largest Direct-to-Home (DTH) television reach in Europe, O3b Networks, a global managed data communications service provider, and MX1, a leading media service provider that offers a full suite of innovative digital video and media services. Further information available at: ses.com