



OCTOBER 2010—LONDON EVENTS
PRESS CONFERENCE AND OVERVIEW PRESENTATIONS, SYMPOSIUM,
CELEBRATION, JOINT LEADERSHIP MEETING, AND EXHIBIT/BOOK SIGNING

DRAFT SCHEDULE (3/3/09)

Document prepared in consultation with Ad Hoc Event Committee (Jesse Ausubel, Sara Hickox, Kristen Yarincik, Darlene Crist, Heather Mannix, Maria Baker, Alex Rogers), Media Consultant Terry Collins, Synthesis Group Representative Michele Durand, and Census Executive Committee

CENSUS OF MARINE LIFE 2010: A DECADE OF DISCOVERY

Monday, September 27	Embargoed "First Census of Marine Life" news release posted
September 27–October 3	International press interviews with Census Representatives and Spokespersons orchestrated via phone or in person
September 27–October 8	Census Exhibit at National Geographic International Flagship Store (TBD)
Sunday, October 3	Dress Rehearsal at The Royal Institution
Monday, October 4	News release embargo lifted (2 pm GMT)
Monday, October 4	<i>The Royal Institution</i> PRESENTATION OF THE CENSUS OF MARINE LIFE 2010: A DECADE OF DISCOVERY (capacity 450 attendees including media, by invitation) Presenter Meeting and Lunch (10 am – 1 pm) Presentation and Press Conference* (2 – 4 or 5 pm) Evening Reception (dinner on your own)
Tuesday, October 5	<i>The Royal Society</i> CENSUS OF MARINE LIFE SYMPOSIUM—DAY I (capacity 300 attendees, by invitation) Morning and Afternoon Sessions* Breaks and Lunch (dinner on your own)
Wednesday, October 6	<i>The Royal Society</i> CENSUS OF MARINE LIFE SYMPOSIUM—DAY II (capacity 300 attendees, by invitation) Morning and Afternoon Sessions* Breaks and Lunch
Wednesday, October 6	<i>Natural History Museum</i> CENSUS OF MARINE LIFE CELEBRATION (capacity 500+ attendees, by invitation) Entertainment, Awards/Recognition/Toasts, Reception and Buffet (7:30 pm)
Thursday, October 7	<i>The Royal Society</i> CENSUS OF MARINE LIFE JOINT LEADERSHIP MEETING (to be attended by the Scientific Steering Committee, Synthesis Group, National and Regional Committee Chairs, and Science Council) Morning and Afternoon Sessions Breaks and Lunch Dinner (<i>Oxford & Cambridge Club</i>)
Dates and Times (TBD)	<i>National Geographic Society International Flagship Store (Regent Street)</i> BOOK SIGNING AND PUBLIC PRESENTATION

** live webcast and/or on-demand option for international dissemination of Press Conference and Media Briefings and Symposium (details TBD)*

NOTE: Suggested hotels will be located within walking distance or short Underground/taxi ride from all proposed London venues.