

Finland COP28 pavilion: Guidance for event organizers

COP28 will be bustling with side-events and other interesting program, in addition to the official negotiations and UAE Presidency events. Traditionally COPs are platform for various initiative launches, high-level meetings, corporate presentations, academic dialogues and NGO events. To succeed in capturing the attention of the COP participants from all around the world and offering them a memorable event, event planning and marketing requires diligent preparation.

The Finland COP28 pavilion team works hard to make Finland pavilion to stand out in the crowd, but what truly makes an interesting and successful pavilion that attracts desired attention and visitors and entices participants to return to our pavilion is the content and quality of the events hosted in the pavilion. To state the obvious, we have compiled the following checklist to help you in planning your event:

- **Make your event interesting and exciting:** It is up to you to decide how, but please note that plenty of other activities at COP28 are competing of the participants' attention. You may have an inspiring story, solution or an announcement to present to the world, or you may want to bring a challenge to the discussion with the world's best experts on the topic – after all, most likely they will be at the COP too.
- **Spend your time wisely:** Events slots will be limited in time, so please plan to ensure time on stage is spent efficiently. Whether it is presentations, speeches, panel discussions, interviews, fireside chats, roundtable dialogues or allsång på pavilion that helps you to get your message through, make your event dynamic, inspiring and well-flowing. If it is boring, there's always something else super interesting happening just around the corner.
- **Define your target audience and messaging:** COP28 allows you to reach policy makers, government officials, business leaders, investors, researchers and civil society activists and other stakeholders internationally. Think carefully, who you want to reach with your event and what is the message they are left with. Also make sure that your event has a title that attracts the attention of your audience.
- **Be global, COP28 is:** COP28 offers a unique opportunity to reach audiences from all around the world. Events for Finnish and Nordic audiences you can probably arrange closer to home, so please note that at COP28 your audience comes from all around the world.
- **Gather the best speakers:** COP28 is an attention game. Bring to the stage the best and most well-known speakers you have – acknowledging that big in Finland is not necessarily big in Japan. Fancy titles help, both in naming your event and in your speaker lineup. When inviting speakers from outside your organization, ask them early.
- **Ensure balanced representation and diversity in speakers:** Please pay attention to the selection of speakers in your event so that balanced representation and diversity of voices is ensured. All-male panels are not cool, and we strongly encourage you to consider bringing different views onto the stage to avoid events becoming monotonous, whether through mixing developed and developing market perspectives or through inviting business, policy makers, academia and NGOs onto the same stage.
- **Consider engaging audiences outside the COP28 virtually:** COP28 is a bubble, but the world around exists too. We will be able to provide a streaming service, which also enables both virtual participation and more importantly, attracting audiences online around the globe.
- **Tell your news:** COP28 offers an excellent platform for engaging with international and domestic media. Do you have an announcement to make? Tell it to the world at COP28.
- **Plan your marketing:** We will do our best to do general marketing for the Finland pavilion and the program, but at the end it is up to you to make sure your target audiences on-site and online know about your event. Invite your contacts directly, spread the word on your communication channels and take advantage of social media to invite your target groups to your event.
- **Contribute to Finland's story:** Finland is at the vanguard in the fight against climate change with excellent solutions. This is the story the pavilion will showcase to the world, and your event is part of this. This is our chance to tell the world why Finland is the most interesting country in solving climate change and home to the best technologies and solutions.

- **Pay attention to deadlines:** Planning the pavilion program and all the events is quite a complex puzzle. Please respect all deadlines for materials and information.
- **Prepare for surprises:** COPs are always full of surprises. Flights are cancelled and delayed, speakers are stuck in previous meetings or queues for security check, politicians are called to urgent meetings, internet connections crash and presentation tech fails. Things happen. Take rational precautions and make plan B's where you can and be prepared to improvise if needed.