

Task 1 COSPAR Marketing

You are the PCO of the 2022 COSPAR Scientific Assembly Athens, Greece.

Part of your responsibility is to lead the marketing efforts to ensure maximum number of delegates and to enhance the COSPAR brand awareness.

As leaders in science, COSPAR leadership would like to ensure innovation is met also in marketing.

Your marketing team need to present to the leadership your marketing innovation and how to utilize new tools and technology.

Your presentation should outline the campaigns you are planning to implement including:

- Target audience
- Marketing channels
- Main messages
- Initial creative
- Preliminary timeline

Task 2 COSPAR Marketing

You are the PCO of the 2022 COSPAR Scientific Assembly Athens, Greece.

Part of your responsibility is to lead the marketing efforts to ensure maximum number of delegates and to enhance the COSPAR brand awareness.

The meeting's destination is one of the most important decision-making parameter for choosing if to attend. Your marketing team need to present to COSPAR leadership how you are planning to market Athens as part of your marketing plan.

Your presentation should outline the campaigns you are planning to implement including:

- Target audience
- Marketing channels
- Main messages
- Initial creative
- Preliminary timeline

Task 3 COSPAR Bidding

You are a destination bidding for the COSPAR Scientific Assembly in 2026. If successful it will be the first time your country has hosted a COSPAR Scientific Assembly. It is important to your city stakeholders that there is a measurable and positive impact for the destination as a result of hosting the Congress.

Your destination is aligned with several of the COSPAR Principles and you want to ensure this comes out strongly in your bid as a means of differentiation from the competition.

In your presentation: -

- Demonstrate why your destination would be the right destination for COSPAR 2026.
- Demonstrate how your destination would deliver on the COSPAR Principles.
- Demonstrate why hosting this symposium would benefit the local community and satisfy stakeholder expectations.

Task 4 COSPAR Bidding

You are the PCO for the 2022 COSPAR Scientific Assembly Athens, Greece.

Part of your responsibility is to ensure the congress delivers a positive impact for the destination, the local community and for COSPAR.

In your presentation: -

Consider what the association's and the destination's purpose and ambition is from the event. Identify where the event has the biggest opportunities for achieving a positive impact.

Create one impact activity.

- Describe this activity.
- What value does this activity create and for whom
- Can you quantify the value or at least describe an indicator of progress
- What resources are needed to deliver the activity
- Who will coordinate/champion this activity
- What challenges do you foresee and how can you overcome them