HOW-TO GUIDE:
INCORPORATING THE 30X30 CONSERVATION ACTION FOCUS INTO YOUR EVENTS AND ACTIVITIES

Whether your World Ocean Day event or activity is a cleanup, a virtual educational panel, an exhibition, or a festival, you can invite your participants to take action for our shared blue planet!

If you're still in the planning stages, underline check out ideas here on how you can incorporate an action-oriented component to your event by asking specific speakers or guests who can speak to the 30x30 goal or other conservation issue to participate.

These tips below will help you easily and seamlessly incorporate an action-oriented component. The resources included will help you specifically collect signatures in support of a global commitment to 30x30. Learn more at WorldOceanDay.org/30x30

If your event or activity includes:	You can...
An educational panel, documentary screening, art exhibit, or live performance (in-person or virtual)	*Have the emcee use the sample announcement during the event *Hang the poster at the entrance for in-person events *Have staff/volunteers pass out flyers to attendees as they enter for in-person events *Incorporate the PowerPoint slide for a virtual event
Volunteers checking in at a registration booth in-person or signing up online	*Include a poster or flyer at your welcome table for volunteers *Have the staff/volunteers running the registration table use the sample announcement when they greet volunteers *Include the sample email language in the confirmation for registering
People viewing a livestream of an event	*Include the WorldOceanDay.org/30x30 website and sample social media post in the "about" sections or text of your posts
People attending a festival, recreational day of fun, in-person activity stations	*Include a poster or flyer at the main entrance or at each station *Have staff/volunteers use the sample announcement to invite participants to sign the petition
Viewing a prerecorded video or presentation on their own time	*Include social media graphics and sample posts about the campaign at the beginning or end of your recording
Includes a press release, announcement, or recognition of a conservation commitment	*Include the sample social media graphics and post text in the written announcements