

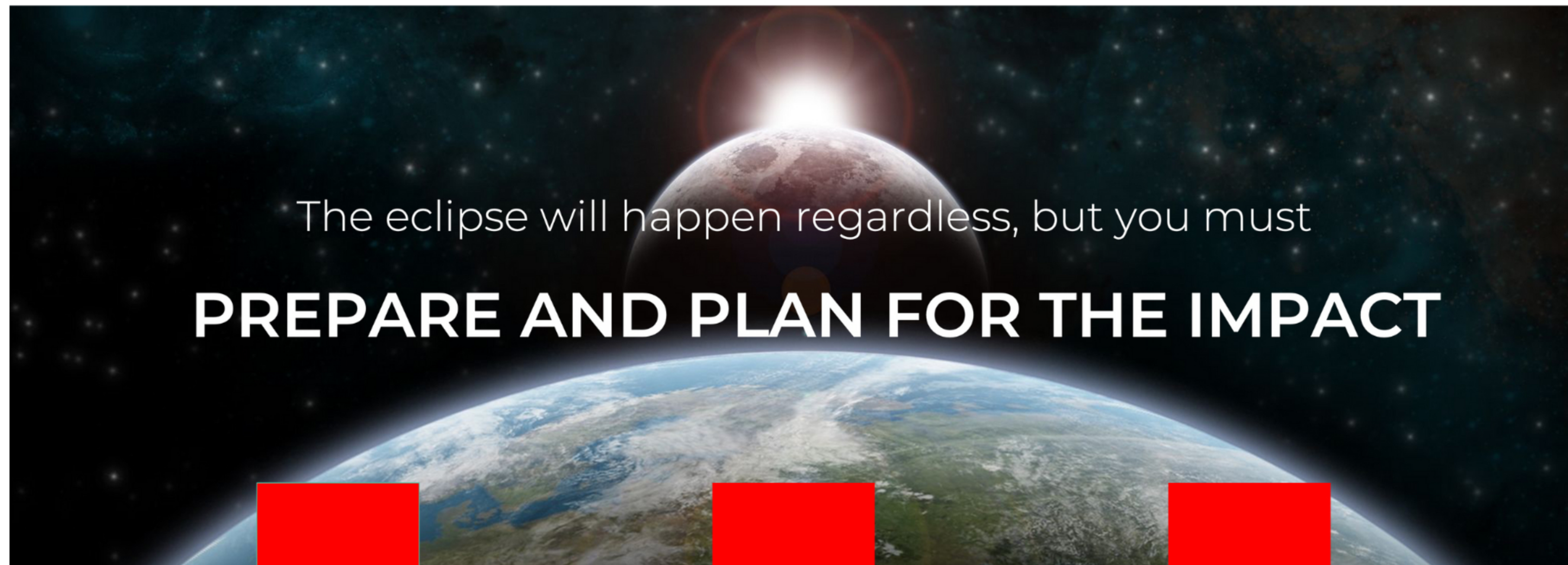


# COMMUNITY ECLIPSE PLANNING: LESSONS FROM THE PAST



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UNPRECEDENTED  
CROWDS

MINIMISING RISK & ENSURING  
SAFETY FOR ALL

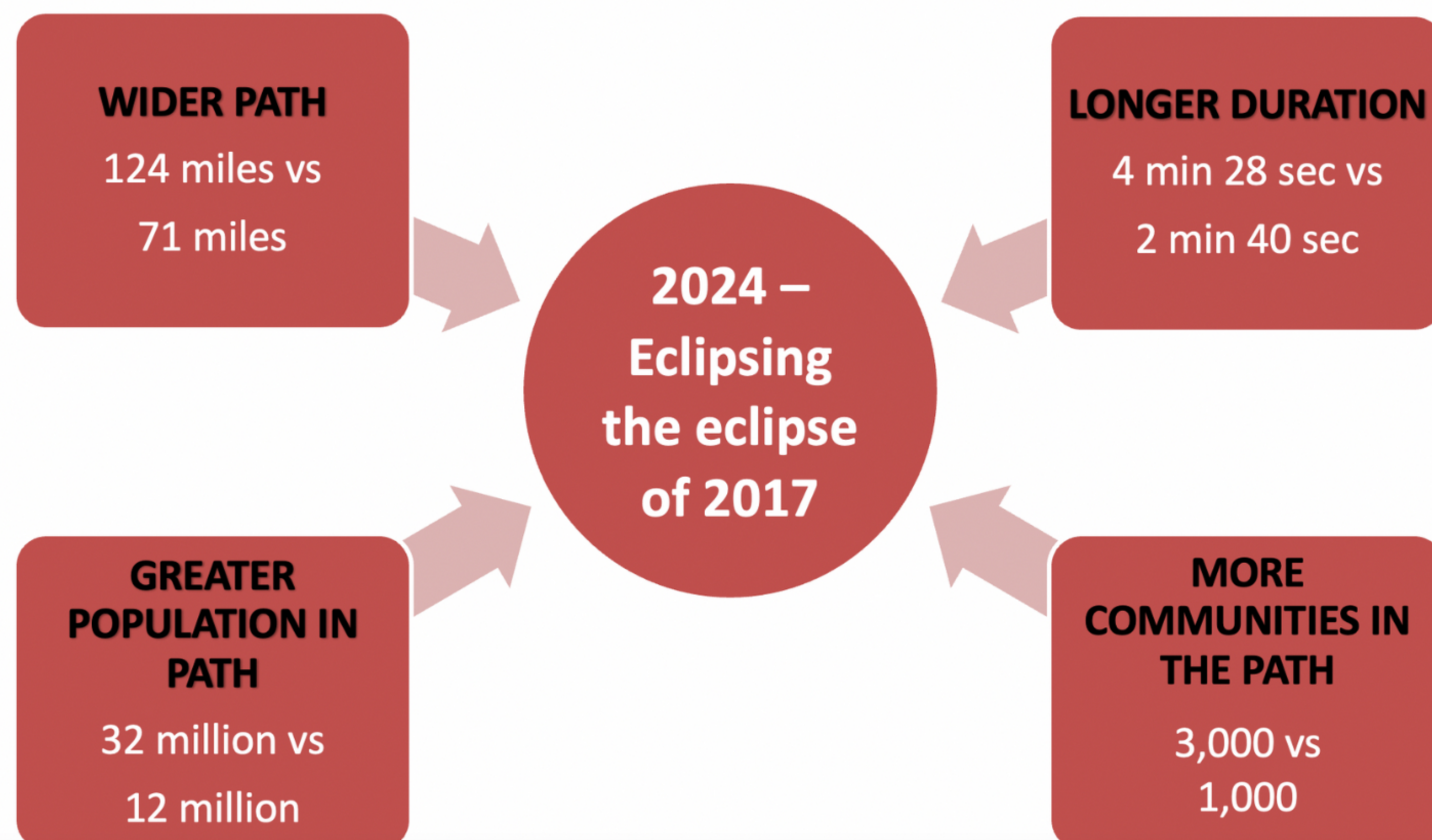
MEDIA FOCUS

A solar eclipse occurs due to celestial mechanics, without any human intervention. This creates an interesting paradox: nobody is "in charge."

Effective eclipse planning is about preparing for the knowns and reducing the unknowns. Planners need to accept that some things will remain unknown.

Community eclipse planning should never be the responsibility of one individual. Build upon existing strengths and resources within the region.

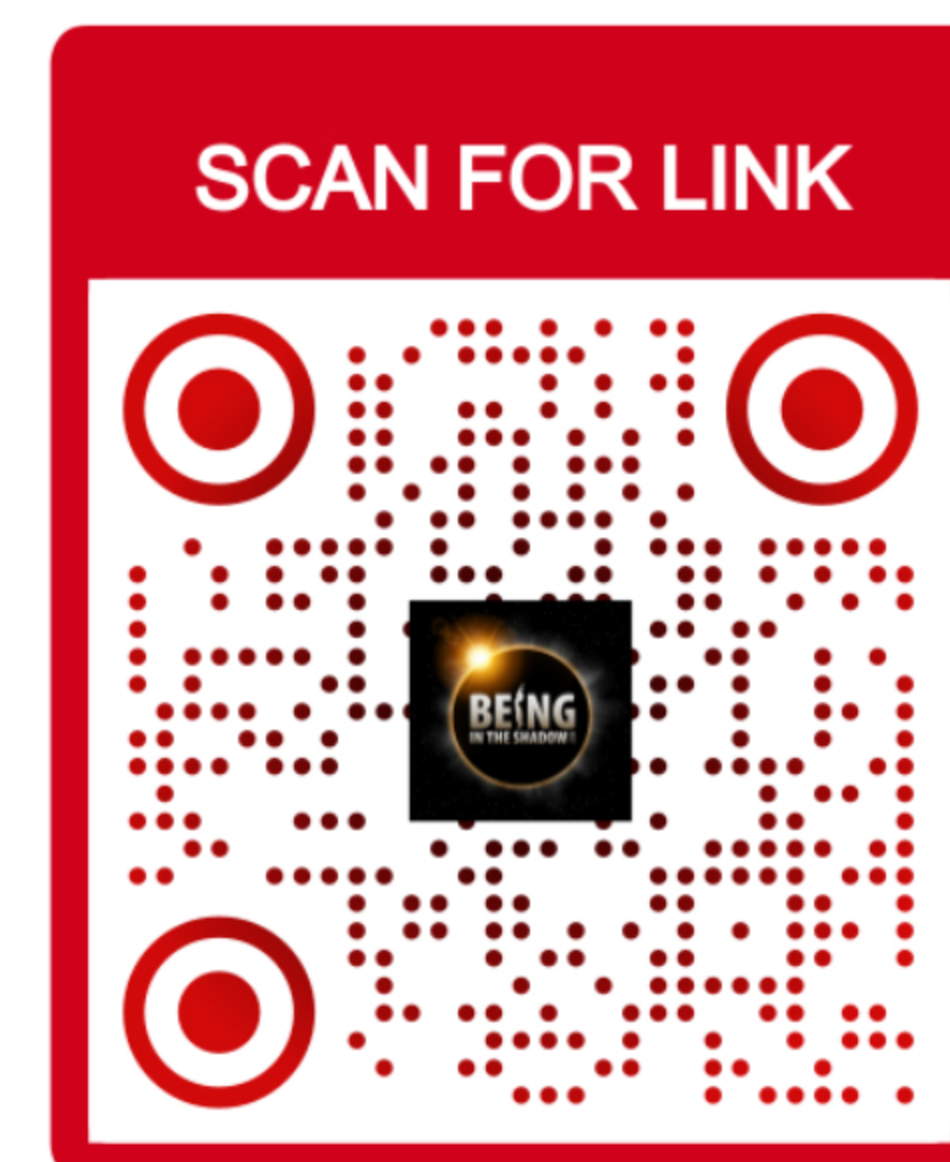
## WHY THE 2024 TOTAL ECLIPSE WILL BE EVEN GREATER THAN THE GREAT AMERICAN ECLIPSE OF 2017



Credit: Russo, 2022 - White Paper on Community Eclipse Planning, 2nd edn.

ECLIPSE PLANNING STRATEGY		
DIFFERENTIATION	BRANDING	LEGACY
<p><i>What is our eclipse unique selling point</i></p> <ul style="list-style-type: none"> <li>• What is unique about our community</li> <li>• What are we best known for</li> <li>• What is unique about our situation along the path of totality</li> <li>• How can we stand out amongst others along the path</li> </ul>	<p><i>How should we best brand and market the eclipse</i></p> <ul style="list-style-type: none"> <li>• What is our long-term community brand</li> <li>• How shall we brand the eclipse</li> <li>• How shall we brand our eclipse events</li> </ul>	<p><i>What is our desired eclipse legacy</i></p> <ul style="list-style-type: none"> <li>• What are our long term goals</li> <li>• How can the eclipse help meet our goals</li> <li>• What tourist assets can we develop for the long term</li> <li>• How can we use the eclipse to increase community engagement</li> </ul>

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**WHITE PAPER  
2ND EDN**

Free evidence-based guidance for all communities, covering 2023 Annular and 2024 Total Eclipses. A great starting point.

**EBOOK: STORIES OF TOTALITY**

Detailed accounts written specifically for those who need to convey what it is like to experience totality to others. YOU!

**SCAN TO DOWNLOAD PLANNING RESOURCES**

Direct link: [beingintheshadow.com/planning-for-communities/](http://beingintheshadow.com/planning-for-communities/)

## CORE MESSAGE:

- Assemble your team
- Develop your strategy
- Boldly go where no one has gone before.

*No community chooses to host totality—the Universe chooses you.*