

<https://www.osi-ngo.org/actualites/groupe-locaux-de-l-ong/article/task-party-osi-2022-programme-mis-a-jour-et-complete>



# OSI Task Party 2022 - Updated and Completed Program

- News - Local Groups of the NGO -



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**The Task Party will take place again this year with two options:**

- **Gather physically together to carry out our missions**
  - **Connect remotely**
- In all cases, to support each other morally and methodically, to be both more effective and happier.**

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[!glossary]

## Location

The in-person meeting, for those who wish to attend physically, will take place at the UN NGO office in Geneva.

## Dates

No session will be repeated; the three weeks consist of different, complementary modules to be used according to your needs.

- Monday, September 12 - Friday, September 16, 2022
- Monday, September 26 - Friday, September 30, 2022
- Monday, October 10 - Friday, October 14, 2022
- Further sessions to be announced

## UN Access Badge

If you wish to attend one of these sessions, please notify us at least 3 weeks in advance, as we need to arrange your Ground Pass for the UN. For this, please refer to the instructions about the UN Badge at the beginning of [this page](http://www.osi-ngo.org/Jobs/article/proposez-votre-profil-a-l-ong) [http://www.osi-ngo.org/Jobs/article/proposez-votre-profil-a-l-ong].

## Program

The themes of the missions to be completed, and their dates, will be published and added to this page over the coming weeks and months. Please check the bottom of this page regularly.

The weeks are organized on an every-other-week rhythm, starting on Monday afternoons and closing on Friday midday.

Workshops will last from a half-day to two days, depending on the workload.

Briefing sessions will be recorded, so you can also watch them, or have colleagues watch them, at a later time.

**So if the dates don't suit you directly, you won't miss any opportunities.**

If you have specific needs that you would like to see included in the Task Party 2022 program, please contact:

- For a Local Group in creation, your focal point,
- For an operating Local Group, your Operations Management,
- Otherwise, your contact within the NGO's Resource Center or the Program in which you are active.

## Participation

**You can gather with others at one of your premises in your country and connect together, live or later, to the Task Party sessions.**

If you would like to have physical representation at the main meeting location, you may also send one of your team's Educators to Geneva, and/or one of your volunteers, and/or one of your Program teammates. This person must contact us no later than 3 weeks in advance, following the instructions above.

Likewise, several of us will be available to assist you in your actions on specific missions, even if you or one of your colleagues carries it out outside the scheduled period physically in Geneva.

## Registration

For in-person participation or to obtain the webinar link for remote access, please contact:

- For a Local Group in creation, your focal point,
- For an operating Local Group, your Operations Management,
- Otherwise, your contact within the NGO's Resource Center or the Program in which you are active.

## Sessions

Please check back regularly to view the list, which is updated frequently.

### Monday, September 12 - Friday, September 16, 2022

from Monday, September 12, 2022, 2:00 PM to Tuesday, September 13, 2022, 5:00 PM

#### **Enter the Top 10: Make Your Web Page Appear Among the Top Search Engine Results**

*Whether you are announcing an ST1 session 18 months in advance in your country to gather the 120 participants needed across all fields, or seeking to make your Solidarity Action and [Participatory Research](#) Program visible to enthusiasts in your domain, these quick-to-understand actions can dramatically increase engagement with your activities.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Wednesday, September 14, 2022, from 9:00 AM to 5:00 PM

#### **Deploy the Funnel and Automated Contact Forms on Your Website**

*Starting from existing content on your website, increase the number of visitors who return, subscribe to your newsletter, provide their contact information, or reach out to you all automatically, including follow-ups and confirmations. This will grow your project volume while reducing administrative workload, allowing you to spend more time adding value through exchanges and project-building with your contacts.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Thursday, September 15, 2022, from 9:00 AM to 12:00 PM

#### **Crosspost Social Network: Take Your Page from Invisible to Highly Visited**

*Establish durable crossposting partnerships with the social media pages of all your existing or potential partners. Reach out, initiate double-click validation for opening crossposts, and create a worklist to track validations and future posts.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Thursday, September 15, 2022, from 1:30 PM to 5:00 PM

#### **Web Catalogs and Directories: Appear Where People Are Searching**

*In all fields (philosophical, practical, educational, scientific, nature, travel, solidarity actions). Create user accounts, publish and initiate validation processes, and compile a worklist to monitor approvals and future systematic posts.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Friday, September 16, 2022, from 9:00 AM to 12:00 PM

#### **Building Email Lists Part 1/2**

*Gather 20,000 to 100,000 email addresses per contact domain to make your activities and projects known. Explanation of contact rules, unsubscribe tools, and blacklist security measures, ensuring compliance with local regulations.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

# Monday, September 26 - Friday, September 30, 2022

Monday, September 26, 2022, from 2:00 PM to 5:00 PM

## **Building Email Lists Part 2/2 (requires completion of Part 1/2)**

*Gather 20,000 to 100,000 email addresses per contact domain to make your activities and projects known.*

*Explanation of contact rules, unsubscribe tools, and blacklist security measures, ensuring compliance with local regulations.*

**Webinar link:** See ["Registration"](#) above

**On-site participation:** See ["Participation"](#) above

Tuesday, September 27, 2022, from 9:00 AM to 5:00 PM

## **Write and Schedule Emails and Social Media Posts for the Next 10 Months**

*Draft all planned social media posts, do the same for all email messages, for your general newsletter or specific audiences, and schedule them to be sent/displayed automatically at the set time, regardless of internet access or workload that day. Learn to use the automatic mailing and scheduling tool installed on your Program or Local Group's website.*

**Webinar link:** See ["Registration"](#) above

**On-site participation:** See ["Participation"](#) above

Wednesday, September 28, 2022, from 9:00 AM to 5:00 PM

## **Maximize Your Visibility in Networks Related to Your Field Through Localized Presence of Your Program/Offer**

*In one focused day, identify and contact high-density venues where your audience and opinion leaders are active; climbing gyms, dive pits, specialized academic programs, research centers, etc. Install your Program or Offer poster in large format for medium to long-term exposure. This tool is invaluable.*

**Webinar link:** See ["Registration"](#) above

**On-site participation:** See ["Participation"](#) above

Thursday, September 29, 2022, from 9:00 AM to 12:00 PM

## **Organize a Happening at the International Scientific Travel Fair and Send Mass Invitations to Meet You There**

*During this brief collective brainstorming session, organized in a hybrid format (online and in-person), allocate different possible happenings to your Programs for the Terra Scientifica Fair in Paris, write up the content you will present, and organize invitations to all qualified contacts to maximize your presence at the International Scientific Travel and Citizen Science Fair.*

**Webinar link:** See ["Registration"](#) above

**On-site participation:** See ["Participation"](#) above

Thursday, September 29, 2022, from 1:30 PM to 5:00 PM

## **Join the Networks Where You Need to Be**

*It is vital for the legitimacy and sustainability of your work to be an active member in several thematic networks related to your activities. During this effective group session, identify all relevant professional or amateur networks, divide them up, contact each relevant network, and schedule follow-ups in your work calendar.*

**Webinar link:** See ["Registration"](#) above

**On-site participation:** See ["Participation"](#) above

Friday, September 30, 2022, from 9:00 AM to 12:00 PM

## **Get Noticed by the Most Influential People (Opinion Leaders) by Inviting Them to the UN for the Geneva Forum**

*You are at the forefront of education and citizen science because you focus on fieldwork. However, this dedication means you have limited visibility within networks (social events, conferences...). While this is commendable, until you are seen by those initiating major funding and projects, they will not be able to draw inspiration from your work when defining major directives. A cost-effective and highly impactful way to be noticed by these high-level decision-makers is to invite them to the UN. Aim high and identify targets, resolve any obstacles, and send invitations by the end of the morning.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

## Monday, October 10 - Friday, October 14, 2022

from Monday, October 10, 2022, 2:00 PM to Tuesday, October 11, 5:00 PM

### **Descriptions! The Key to Doubling or Tripling Traffic to Your Projects**

*Aim for budget balance on under-booked stays. Aim to triple the attendance on well-booked operations, which could then be split into two or three parallel sessions. Optimize your existing projects through strong collaboration among OSI's three job circles, in collaboration with Operations Management. Over these 1.5 days, focus on modifying provided content for two main cases:*

- *Projects with great success but without offering [participatory research](#): if scientific research is added but descriptions are shortened, attendance may decrease, leading to project cancellation. The goal is to avoid this while introducing genuine research.*
- *Projects offering serious research but lacking in success: to avoid abandonment, it is essential to add elements that attract the public. You will work on:*
  - *re-incorporating initial points of interest (location relevance, UNESCO sites, natural popularity, fun, sports, unique activities, etc.)*
  - *creating different names and content by age (children, teens, adults) and audience type (schools, travel, stays, clubs, training) to prevent visitor drop-off by tailoring descriptions to personal situations and perceptions.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Wednesday, October 12, 2022, from 9:00 AM to 5:00 PM

### **Stand Out Across Europe and Globally with Targeted Job Offers for Your Operations and Attract a Large Audience**

*There's no need to lament in May about a shortage of skilled colleagues if targeted job postings weren't published in the autumn. Increasingly, Masters programs grant university credits to students supervising Participatory Research stays as part of an internship. Thus, the student is active for 3-6 months instead of 4 weeks, and the budget saved on the stay can fund the entire internship. These university departments can also host a large personalized poster, which will help fill adult citizen science trips while opening the door to new academic partnerships for your Participatory Research Program through this initial job offer contact.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Thursday, October 13, 2022, from 11:00 AM to 5:00 PM

### **Get Your Activity in the Press and Establish Real Legitimacy, While Also Boosting Engagement**

*Based on the successful combinations created between real research and public appeal during the previous two days of the Task Party (see Monday and Tuesday program), draft a 15-line pitch for each incredible project optimized for journalists, and include it in the existing press kit on scientific travel. Then, without delay or postponement, make*

*phone calls to the main media outlets to schedule the necessary calls with relevant journalists (society, science, leisure, economy...). If you feel comfortable, make the calls yourself, or schedule them for a colleague attending the Task Party. Either way, set aside any limitations that hold back your growth.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

Friday, October 14, 2022, from 9:00 AM to 2:00 PM

### **Present Your Project to Foundations and Philanthropists**

*Use all the documents, texts, and images you have selected and optimized over the previous three weeks of the Task Party. During the morning, publish your largest and most ambitious project on the Geneva Foundation for the Future's project funding platform for change initiatives. By the end of the morning, your project will be published and visible, meeting your criteria as well as those of the Foundation and major donors.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above

## Further Sessions to Come

Tuesday, November 8, 2022, from 9:00 AM to 5:00 PM

### **Set Up and Use Your Automatic Newsletter System on Your Website**

*Whether writing to 30 direct contributors, 300 former participants, or 10,000 interested individuals, use the automatic newsletter management tool provided by the NGO.*

**Webinar link:** See [Registration](#) above

**On-site participation:** See [Participation](#) above