

# Frederick Law Olmsted Jr.: Inspirations for the 21st Century

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A Two-Part Symposium

## **Marketing and Publicity Support: *Sponsors, Partners and Supporters***

The first Symposium focusing on the work and legacy of Frederick Law Olmsted Jr. is rapidly approaching! On behalf of National Association for Olmsted Parks, many thanks for your support of the upcoming Washington, D.C. and Stanford University events.

This guide is designed to provide you with suggestions to help NAOP get the word out about the event through your own marketing and public relations tools. These are simply suggestions, and we are open to other ideas or ways you would like to contribute to event publicity.

Each of our sponsor, partner and supporting organizations has a unique insight into the key interests and motivations of the audiences and professional disciplines touched by Olmsted Jr.'s work: transportation, urban and regional planning, environmental planning, history, natural resources conservation, historic preservation, park management, architecture, and landscape architecture and design. We appreciate your support to reach and engage these individuals to alert them to the symposia and encourage attendance and participation.

Please feel free to contact me directly with any questions. Thank you, and we look forward to seeing all of you in Washington, D.C.!

Sincerely,

**Laura Wooster**

National Association for Olmsted Parks

202-681-4010

[woosterlaura@naop.org](mailto:woosterlaura@naop.org)

Opportunities to help NAOP promote the symposia:

- [Distribution of email blasts](#)
- [Event information for your website](#)
- [Event information for your newsletter](#)
- [Social media](#)
- [Announcement of sponsorship/partnership](#)

### **Distribution of email blasts**

To inform key audiences about the upcoming symposia and to drive attendance and participation, NAOP will be distributing a series of HTML emails to our members and mailing lists. NAOP encourages supporters to distribute our announcements to staff, members, and other interested parties to raise event awareness and drive registration.

NAOP will make available the HTML files of the email blasts to you to reach your audiences should you choose to do so. Files will be saved in a public Dropbox folder at [https://www.dropbox.com/sh/igud834eh2e682g/3qXHv39\\_E](https://www.dropbox.com/sh/igud834eh2e682g/3qXHv39_E).

Email distribution dates (dates tentative):

- Part 1: Washington, D.C.
  - Save the Date: Week of April 8, 2013 (distributed)
  - Register Now: Week of June 24, 2013 (distributed)
  - Early Bird Registration: Week of Aug. 19, 2013
  - Final Reminder: Week of Sept. 23, 2013
- Part II: Stanford University
  - Save the Date: Week of Oct. 14, 2013
  - Register Now: Week of Dec. 2, 2013
  - Early Bird Registration: Week of Jan. 13, 2014
  - Final Reminder: Week of Feb. 17, 2014

### **Event Information For Your Website**

Does your organization have a “News” or “Events” section on its website? Posting information about the symposia will reach your website visitors and promote the event. Draft web copy appears below; we welcome your additions and edits to make the information most relevant to your individual audience.

*Sample Website Copy:*

The National Association for Olmsted Parks and its partners will present a multidisciplinary, two-part symposium on the work and legacy of Frederick Law Olmsted Jr. Participants will gain an understanding of how Olmsted Jr.’s designs, writings, organizational leadership, and politically astute collaborations offer

insights and models for solving complex contemporary issues in landscape architecture, preservation and planning.

Part I: *Frederick Law Olmsted Jr.: Inspirations for the 21st Century*, Washington, D.C., Oct. 10-11, 2013

Part II: *Frederick Law Olmsted Jr.: A Vision for the American West*, Stanford University, March 27-28, 2014

To learn more and to register, please visit [www.olmsted.org/symposia](http://www.olmsted.org/symposia).

### **Event Information For Your Newsletter**

If your organization distributes a newsletter or regular email communications to your membership, please consider including a write-up of the event. This is also an opportunity for you to describe the impact Olmsted Jr. has had on your profession to encourage your industry's interest and participation. Draft newsletter copy appears below; we welcome your additions and edits to make the information most relevant to your audience. NAOP will also make imagery available to make your copy visually compelling. Images are saved in a public Dropbox folder at [https://www.dropbox.com/sh/igud834eh2e682g/3qXHv39\\_E](https://www.dropbox.com/sh/igud834eh2e682g/3qXHv39_E).

*Sample Newsletter Copy:*

#### **Washington, D.C. Symposium to Explore Lasting Legacy of Frederick Law Olmsted Jr.**

For more than half a century, Frederick Law Olmsted Jr. (1870–1957) was one of America's preeminent landscape architects who pioneered comprehensive planning and played a critical role in forming the nation's county, state, and national parks. With a legacy that is frequently overshadowed by his influential father, Frederick Law Olmsted, the National Association for Olmsted Parks (NAOP) and its partners are proud to present a two-part symposium to focus on the contributions and legacy of Frederick Law Olmsted Jr. and raise the visibility of his contemporary relevance.

The trends and issues that are driving debate across the industry today (i.e., urban growth, provision of public space, transportation, protection of land, water and scenic resources, and comprehensive regional planning) were also important issues that Olmsted Jr. addressed through his work with and leadership of the planning and design professions he helped found and nurture. The symposia will bring together thought leaders, historians, public agency representatives and professionals in city, regional and environmental planning, landscape architecture and design. Participants will explore how Olmsted Jr.'s designs, writings, organizational leadership, and visionary and politically shrewd collaborations offer insights and models for solving complex contemporary issues.

Registration is now open for Part I, to be held in Washington, D.C. Oct. 10-11; visit <http://www.olmsted.org/symposia> for more information. Part II, A Vision for the American West, will take place in March 2014 at Stanford University.

### **Social Media**

To alert your membership to your participation in and support of the Frederick Law Olmsted Jr. symposia, be sure to leverage social media opportunities both before and during the conference. NAOP will be active on Facebook and Twitter to generate interest and awareness of the event; we welcome “Likes”, and especially encourage “Shares” to help news of the symposia reach your and your organization’s followers. Additional information about our planned social media activities follows.

#### ***Facebook***

- Have your organization’s Facebook page “Like” National Association for Olmsted Parks: <https://www.facebook.com/olmsted.org>. As appropriate, please “Like” NAOP using your personal Facebook account as well.
- Have your organization’s Facebook page RSVP as “Attending” the Washington, D.C. symposium: <https://www.facebook.com/events/614063338622698/>. As appropriate, please RSVP as “Attending” using your personal Facebook account as well.
- From your organization’s Facebook page, post the following status update: “(Organization) looks forward to participating in the Frederick Law Olmsted Jr.: Inspirations for the 21<sup>st</sup> Century symposium in Washington, D.C. Hope to see you there! <https://www.facebook.com/events/614063338622698/>”
- If your organization and/or its members are speakers, panelists, sponsors or partners, we encourage you to alert your followers and share details via Facebook.

#### ***Twitter***

- The official Twitter handle of NAOP is @OlmstedSpaces.
- Have your organization’s Twitter account follow @OlmstedSpaces. As appropriate, please follow using your personal Twitter account as well.
- For all Twitter posts related to the symposia, we will use the hashtag #FLOJr. If you or your organization posts about the events on Twitter, please include the #FLOJr hashtag.
- From your organization’s Twitter account, post the following: “We’re attending @OlmstedSpaces Frederick Law Olmsted Jr. Symposium in Washington DC Oct. 10-11, register today <http://www.olmsted.org/symposia>”

### **Announcement of Sponsorship/Partnership**

To alert not only your organization’s staff and members but also the news media and industry to your sponsorship or partnership of the symposia, consider issuing a

press release to announce the news. Press release templates appear below and include a pre-approved quote from NAOP Executive Director Iris Gestram.

### ***Symposium Sponsorship Release Template***

**Media Contact:**

[Sponsor contact name]

[Sponsor organization name]

[Area code/phone number]

[E - mail]

**[Sponsor] Announces [Sponsorship Level] Sponsorship of  
Frederick Law Olmsted Jr. Symposium**

***Two Events to Explore How Work of Olmsted Jr. Continues to Inspire and Shape  
21st Century Parks, Planning and Professional Practice***

**CITY, State—Date, 2013—**[Sponsor (sponsor website)] today announced it is a [Platinum/Gold/Silver/Supporting] Sponsor of the Frederick Law Olmsted Jr. symposia. Presented by the [National Association for Olmsted Parks](#) and its partners, the [two-part symposium](#) will explore the continued relevance of and inspirations from the work and leadership of Frederick Law Olmsted Jr. as we seek to address contemporary challenges in landscape architecture, preservation and planning.

[Sponsor Quote. How does the work of Olmsted Jr. shape your profession? Why is this event important for your industry?]

[NAOP quote – attributed to Iris Gestram, executive director] “The trends and issues that are driving debate across the industry today were also important issues Frederick Law Olmsted Jr. addressed through his innovative work and industry leadership. We thank [Sponsor] for their support of these important events as many professions come together to illuminate Olmsted Jr.’s legacy and explore insights for solving complex contemporary challenges in landscape architecture, preservation, and planning.”

Part I, *Frederick Law Olmsted Jr.: Inspirations for the 21<sup>st</sup> Century*, takes place in Washington, D.C. Oct. 10-11, 2013, and will explore how to address contemporary issues in park, city and regional planning and design. Part II, *A Vision for the American West*, will be held at Stanford Univ. March 27-28, 2014 and will expand this discussion to incorporate issues specific to the American West.

#### **Additional Information**

- To learn more about the Frederick Law Olmsted Jr. Symposia:  
[www.olmsted.org/symposia](http://www.olmsted.org/symposia)

- To register for the Washington, D.C. symposium at the National Building Museum, Oct. 11-13, 2013:  
<https://secure2.convio.net/nbm/site/Ticketing?view=Tickets&id=114282&JSessionIdr004=n71rpnxhx7.app205b>

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[Sponsor Boilerplate]

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### ***Symposium Partnership Release Template***

**Media Contact:**

[Partner contact name]

[Partner organization name]

[Area code/phone number]

[E - mail]

**[Partner] Announces [Partnership Level] Partnership of Frederick Law Olmsted Jr. Symposium**

***Two Events to Explore How Work of Olmsted Jr. Continues to Inspire and Shape 21st Century Parks, Planning and Professional Practice***

**CITY, State—Date, 2013—**[Partner (partner website)] today announced it is a [Presenting/Supporting/Contributing] Partner of the Frederick Law Olmsted Jr. symposia. Presented by the [National Association for Olmsted Parks](#) and its partners, the [two-part symposium](#) will explore the continued relevance of and inspirations from the work and leadership of Frederick Law Olmsted Jr. as we seek to address contemporary challenges in landscape architecture, preservation and planning.

[Partner Quote. How does the work of Olmsted Jr. shape your profession? Where do you find inspiration from Olmsted Jr.'s work?]

[NAOP quote – attributed to Iris Gestram, executive director] “The trends and issues that are driving debate across the industry today were also important issues Frederick Law Olmsted Jr. addressed through his innovative work and industry leadership. We thank [Partner] for their support of these important events as many professions come together to illuminate Olmsted Jr.'s legacy and explore insights for solving complex contemporary challenges in landscape architecture, preservation, and planning.”

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<https://secure2.convio.net/nbm/site/Ticketing?view=Tickets&id=114282&JSessionIdr004=n71rpnxhx7.app205b>

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[Partner Boilerplate]