



GRC 2020 VIRTUAL ANNUAL MEETING & EXPO

October 18 – 23, 2020

MEDIA KIT

How to use this Media Kit

This **media kit** contains information, materials and messaging about the GRC 2020 Virtual Annual Meeting & Expo. Content within this media kit, along with the downloadable assets included in the zipped folder, can be used to help write your story and promote the GRC Virtual Annual Meeting & Expo.

This kit should be a one-stop-shop for all of your messaging needs, but if you require further details, please reach out to a GRC Team Member. Contact information can be found on Slide 20.



About GRC

Founded in 1972, the Geothermal Resources Council (GRC) is a California-based, non-profit, 501(c)3 corporation.

It is the world's largest direct-membership geothermal professional and industry association and has an international footprint. The GRC's mission is to be a prestigious, dynamic, and diverse professional association that advances the global geothermal industry and educates through transfer of robust research, knowledge and guidance.

For more information, please visit www.geothermal.org.

Event FAQs

Event date:

October 18 – 23, 2020

Meeting Location:

Virtual

Registration Discount:

Early bird pricing is offered now through September 18, 2020. After that date, fees increase \$100. For more registration information, [click here](#).

Pre-Conference Workshops:

Two Pre-Conference Workshops are scheduled for October 17 and 18. These workshops are optional and require an addition registration fee. [Learn more.](#)

Expo Only Access

Expo Only registration is available. It includes access to all Exhibit Hall Events and Networking Receptions.



IMPORTANT LINKS



GRC Annual Meeting Website
grc2020.mygeoenergynow.org



Registration
grc2020.mygeoenergynow.org/registration



Program
grc2020.mygeoenergynow.org/live-broadcast-program



Sponsor & Exhibitor Information
grc2020.mygeoenergynow.org/expo



PROGRAM AT A GLANCE

GRC's 2020 Virtual Annual Meeting & Expo Program at a Glance									
TIME		Friday, October 16	Saturday, October 17	Sunday, October 18	Monday, October 19	Tuesday, October 20	Wednesday, October 21	Thursday, October 22	Friday, October 23
9:00 AM	3:00 PM	Geothermal Drilling Workshop (Part 1)	Geothermal Drilling Workshop (Part 2)						
9:00 AM	3:00 PM	Geothermal Resource Decision Workshop (Part 1)	Geothermal Resource Decision Workshop (Part 2)						
9:00 AM	1:00 PM			Geothermal Drilling Workshop (Part 3)					
9:00 AM	1:00 PM			Geothermal Resource Decision Workshop (Part 3)					
9:00 AM	10:00 AM				Opening Session	WING Yoga	PC Meeting	Members Meeting	Photo Contest
10:15 AM	11:15 AM				Opening Session	Technical Sessions (3)	PC Meeting	Technical Sessions (4)	Technical Sessions (3)
11:30 AM	12:30 PM				Job Fair	Technical Sessions (3)	Job Fair	Technical Sessions (4)	Technical Sessions (3)
12:00 PM	1:00 PM				Poster Session	Poster Session	Poster Session	Poster Session	Poster Session
12:00 PM	2:00 PM				Exhibit Hall	Exhibit Hall	Exhibit Hall	Exhibit Hall	Exhibit Hall
1:00 PM	2:00 PM				Geology Field Trip	Qiqq Soda Lake Field Trip	New Zealand Direct Use Field Trip	Lithium Field Trip	Ormat Steamboat Field Trip
1:00 PM	5:00 PM			GRC Board Meeting					
1:00 PM	5:00 PM			Geothermal Wellbore Tubular Deformations Workshop					
2:30 PM	3:30 PM				International Session	Technical Sessions (3)	Technical Sessions (3)	Technical Sessions (4)	Technical Sessions (3)
3:45 PM	4:45 PM				International Session	Technical Sessions (3)	Technical Sessions (3)	Technical Sessions (4)	Technical Sessions (3)
5:00 PM	6:00 PM				Mixer Reception	Student Trivia	Awards Ceremony	WING Workshop	Happy Hour
5:30 PM	7:00 PM				Exhibit Networking Reception	Exhibit Networking Reception	Exhibit Networking Reception	Exhibit Networking Reception	
6:00 PM	6:30 PM			Opening Presentation					
6:30 PM	8:30 PM			Opening Reception & Exhibit Hall					

View the full
Program at a Glance
here:

<https://grc2020.mygeoeenergynow.org/program>



SOCIAL MEDIA CHANNELS

LIKE & FOLLOW GRC SOCIAL MEDIA CHANNELS



facebook.com/GeothermalResourcesCouncil



twitter.com/GRC2001



linkedin.com/in/geothermalresourcescouncil

Stay on top of the latest updates, gather content ideas
and share GRC posts directly on your own
social media channels!



OFFICIAL HASHTAG

**Use the official
GRC 2020 Virtual Annual Meeting & Expo
hashtag**

#GRCAM2020



PROMOTIONAL VIDEO



Video Link:

<https://youtu.be/XwSBhTiEx64>

(Ctrl + Click to follow link)



VIRTUAL EXPERIENCE VIDEO

COMING

SOON!



BANNER GRAPHIC



Right click the graphic above to save
to your computer.



SOCIAL MEDIA GRAPHICS



Right click the graphics above to save to your computer.



SOCIAL MEDIA GRAPHICS



Right click the graphics above to save to your computer.



PRESS RELEASE



FOR IMMEDIATE RELEASE

Media Contact:

Will Pettit

wpettit@mygeoenergy.org

651.808.4463

**Geothermal Resources Council Announces
Virtual Annual Meeting & Expo!**

*Registration Opens for the Largest Annual Meeting of the Global Geothermal
Community on October 18-23, 2020*

(Mount Laurel, NJ) August 3, 2020— In the midst of the COVID-19 pandemic, the [Geothermal Resources Council](#) (GRC), the world's largest membership-based geothermal professional and industry association, has decided to create an all-new, fully-virtual experience that will provide all of the same aspects and valuable content as the yearly in-person event while maintaining the health, safety, and security of attendees and staff.

The [GRC 2020 Virtual Annual Meeting & Expo](#) will take place on **October 18 – 23, 2020** in an **online and on-demand format** that will bring together professionals from across the geothermal community, including industry, academia, non-governmental organizations (NGOs) and government institutions. Subject-matter experts, thought-leaders, and visionaries will come together on our professional digital platform supplied by a leading virtual conference provider. We'll discuss the latest advances in geothermal innovation, current events, educational opportunities, and answer questions within our live sessions. These speakers were selected because of their excellent reputations in the industry and their expertise in specific topics. They are also

View the full Press Release
here:

https://geothermal.org/PDFs/GRC-AMPress-Release_7.28.20_FINAL.pdf

Or download the PDF directly
from the zipped folder.



LETTER FROM THE EXECUTIVE DIRECTOR



Page 1

There's One Sure Thing This Fall...

By Will Pettitt, GRC Executive Director

... the 2020 Annual Meeting & Expo will happen, as it has for the past 44 years! The GRC 2020 Conference is going to be fun, engaging, educational, exciting, diverse, immersive, collaborative, and convenient. The conference will be a platform for interaction without any need to travel, accessible from anywhere around the globe at any time. This year our conference will be virtual, meaning that it's coming to you in the safety and convenience of your home or office, with the level of content, networking and scheduling to fit your needs.

The first place to find information is on our conference website at <https://grc2020.mygeoenergy.com/>. Also, follow the GRC and updates about the conference on Facebook, LinkedIn, and Twitter (#GRCAM2020).

Did we want to be running a virtual meeting this year? I for one, would much rather be chatting with folks at the bar, or over lunch or coffee, or at a booth in the Expo hall. In the midst of the COVID-19 pandemic, we had no choice but to go this way. We are feeling the challenges of being a pioneer in the conference industry and converting a fully featured GRC annual meeting, with its content-rich, educational and networking pieces, over to a virtual experience. But we're the geothermal industry! Being a pioneer is in our blood and our heritage, and we're going for it!

Although we're all going to miss those "in-person" interactions that we all love, being virtual brings a whole new set of opportunities — whether you're a presenter, a volunteer, a student, an attendee, an exhibitor or a sponsor. Understanding these opportunities means learning what a virtual meeting is — how it will look and feel. Are they better opportunities than an in-person meeting or simply just different? *More importantly, are they valuable to our participants and members? Very much so!*

The GRC takes the stewardship of our flagship conference seriously, and we work hard each year to make it successful. The conference is a key part of the calendar for the geothermal industry and community. It attracts a wide range of participants from around the globe and brings this diverse community together for several days of learning, exchanging ideas, and fellowship. The 44th GRC Annual Meeting & Expo will be no different.

We have an engaged and enthusiastic volunteer organizing committee, led by Lara Owens and Mary Mann, that has stayed with us through the uncertainty of the past few months, and they have committed to the virtual concept along with our Board of Directors. Working to support the committee, we have a dedicated and professional staff managing the meeting and agenda. In addition, we've secured a robust and feature-rich,

Download the full Letter from the Executive Director directly from the zipped folder.



EXHIBIT & SPONSOR APPLICATION

The poster features a dark background with a colorful, abstract pattern of red, green, and yellow. At the top center is the GRC logo. Below it, the text "GRC 2020 VIRTUAL ANNUAL MEETING & EXPO" is written in large, bold, yellow letters. Underneath, a white box contains the text "Exhibit & Sponsorship Opportunities". Below this, the dates "October 18-23, 2020", the website "grc2020.mygeoenergynow.org", and the hashtag "#GRCAM2020" are listed. At the bottom, a yellow banner contains the text "HAVE QUESTIONS OR NEED HELP CREATING YOUR PRESENCE?" and contact information for Dana Groves.

**GRC 2020
VIRTUAL ANNUAL
MEETING & EXPO**

Exhibit & Sponsorship Opportunities

October 18-23, 2020
grc2020.mygeoenergynow.org
#GRCAM2020

HAVE QUESTIONS OR NEED HELP CREATING YOUR PRESENCE?
Contact Dana Groves, Industry Relations Manager | dgroves@geothermal.org | Phone +1.856.642.4434

View the full Exhibit & Sponsor Opportunities and Application here:

<https://grc2020.mygeoenergynow.org/expo>

Or download the PDF directly from the zipped folder.



SOCIAL MEDIA SAMPLE POST

Post text (just copy & paste!)

We are excited to share that the @GeothermalResourcesCouncil Annual Meeting & Expo is going virtual! The program is as robust as ever with 170+ technical & e-poster presentations, 5 exciting virtual field trips, 6 panel sessions, 3 workshops, 2 job fairs, 6 nightly networking receptions + MUCH more. Learn more and register: <https://bit.ly/33c2amN>

USE THIS GRAPHIC





SOCIAL MEDIA SAMPLE POST

Post text (just copy & paste!)

Calling all geothermal energy professionals and enthusiasts! The @GeothermalResourcesCouncil Virtual Annual Meeting & Expo is being held October 18 – 23, 2020. Registration is open! Sign up now to learn about the latest scientific advancements, hear the newest research, and seamlessly connect with other attendees representing industry, academia, NGOs and government institutions. Get the details:

<https://bit.ly/33c2amN>.

USE THIS GRAPHIC





SOCIAL MEDIA SAMPLE POST

Post text (just copy & paste!)

Check out this virtual Exhibit Hall for the @GeothermalResourcesCouncil Virtual Annual Meeting & Expo! Hosted on a video game platform, GRC Annual Meeting attendees will have an immersive experience where they can visit 3D interactive booths to view sponsor and exhibitor materials including videos, flyers + more. Chat features as well as ample 1-2-1 face-time opportunities will be available, too! Get more details: <https://bit.ly/33c2amN>.

USE THIS GRAPHIC





CONTACT DETAILS

William Pettitt

Executive Director

wpettitt@geothermal.org

Dana Groves

Industry Relations Manager

(Sponsorship & Expo)

dgroves@geothermal.org

Vicki Lindberg

Meeting Manager

vlindberg@geothermal.org

Christina Bertino

Marketing Account Manager

cbertino@geothermal.org

Serena Soterakopoulos

Membership & Meetings

Coordinator

ssoterakopoulos@geothermal.org



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