



Live Events Coalition

#WishIWasThere - July 29 "What We Miss" Activation

SUBJECT MATTER

A Creative Advocacy Firm

Goal

Educate policymakers and the general public on the seismic impact of the pandemic on the live events industry's workforce of 12 million people, and encourage legislative support for them.

Strategy

Media
Outreach

Government
Relations

Strategic
Partnerships

**Creative
Advocacy**



#WishIWasThere

We all share in some degree of nostalgia for the fun summer events being canceled this year. We need your help to remind everyone that not only are they missing out on a good time, but that you're experiencing financial uncertainty.



"What We Miss" Activation



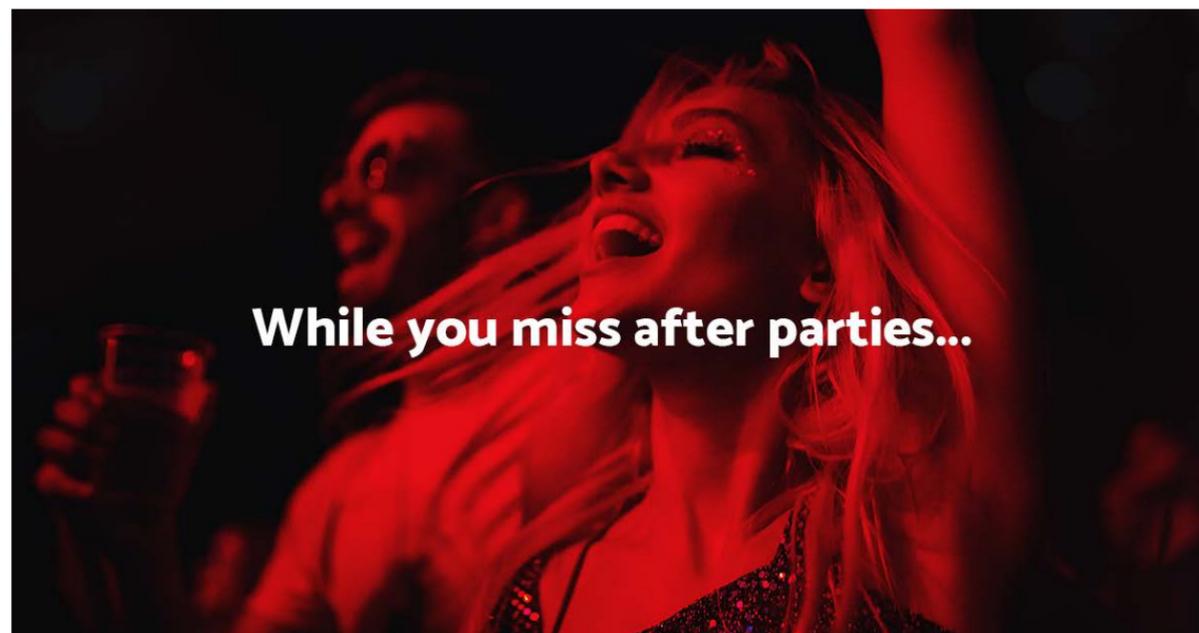
Please join other members of the Live Events Coalition in sharing a two-image post designed to call attention to the industry's need for support as part of the next stimulus package.

By encouraging industry professionals to post **Wednesday, July 29**, we'll raise awareness and amplify our message to key constituencies and lawmakers.



Pre-made Options

1

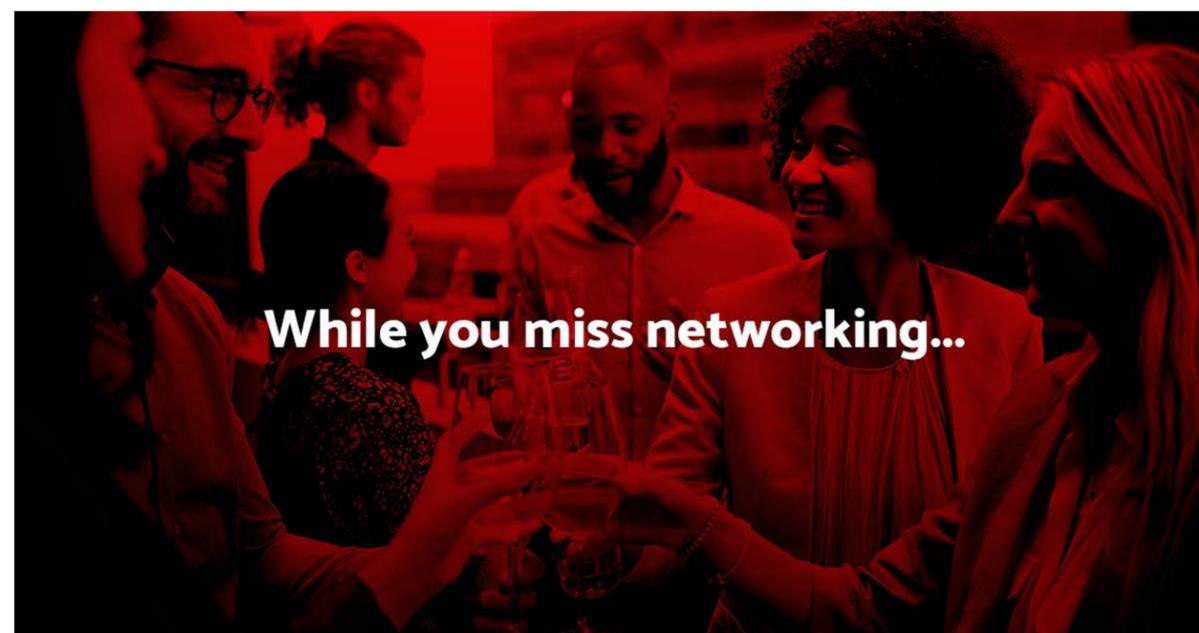


While you miss after parties...

We miss paychecks.

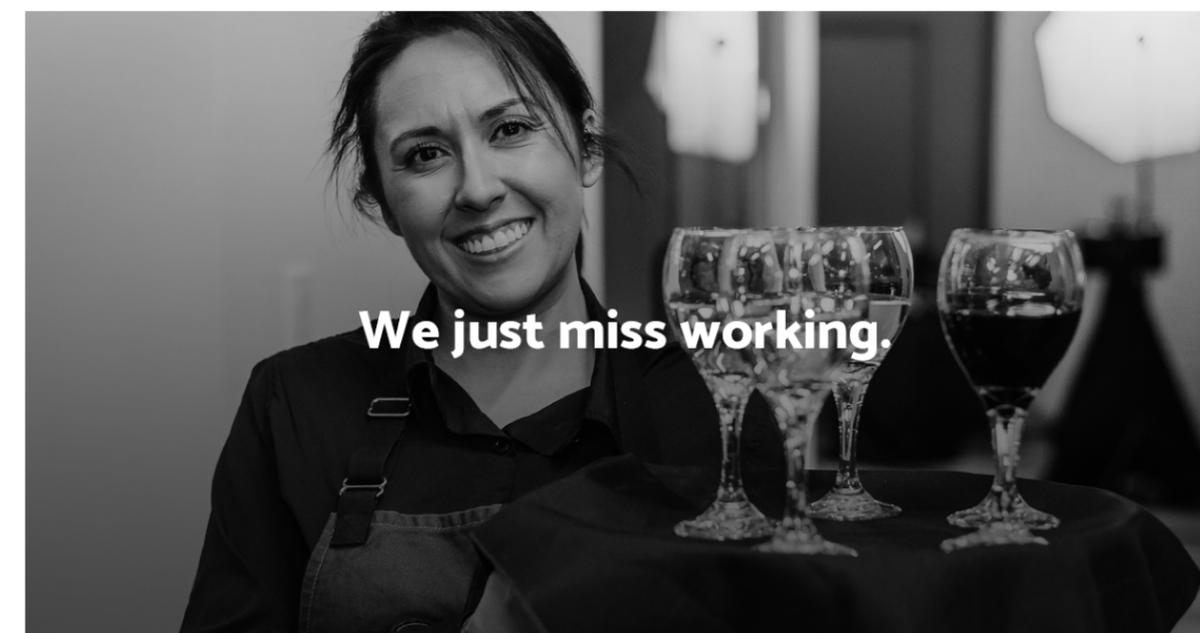


2



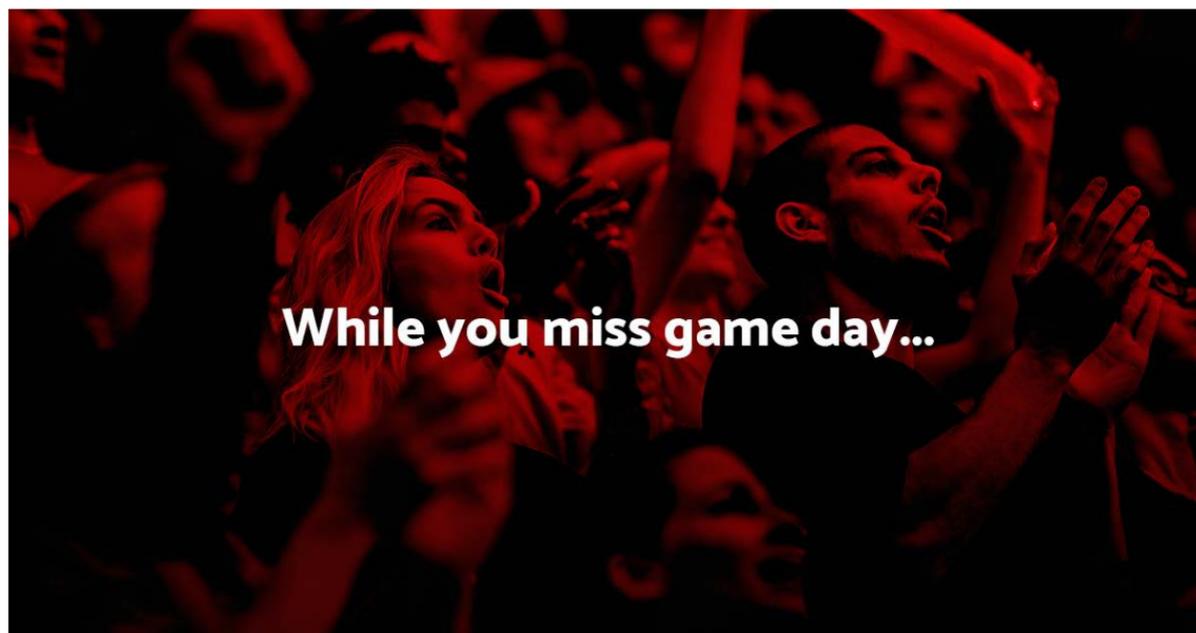
While you miss networking...

We just miss working.

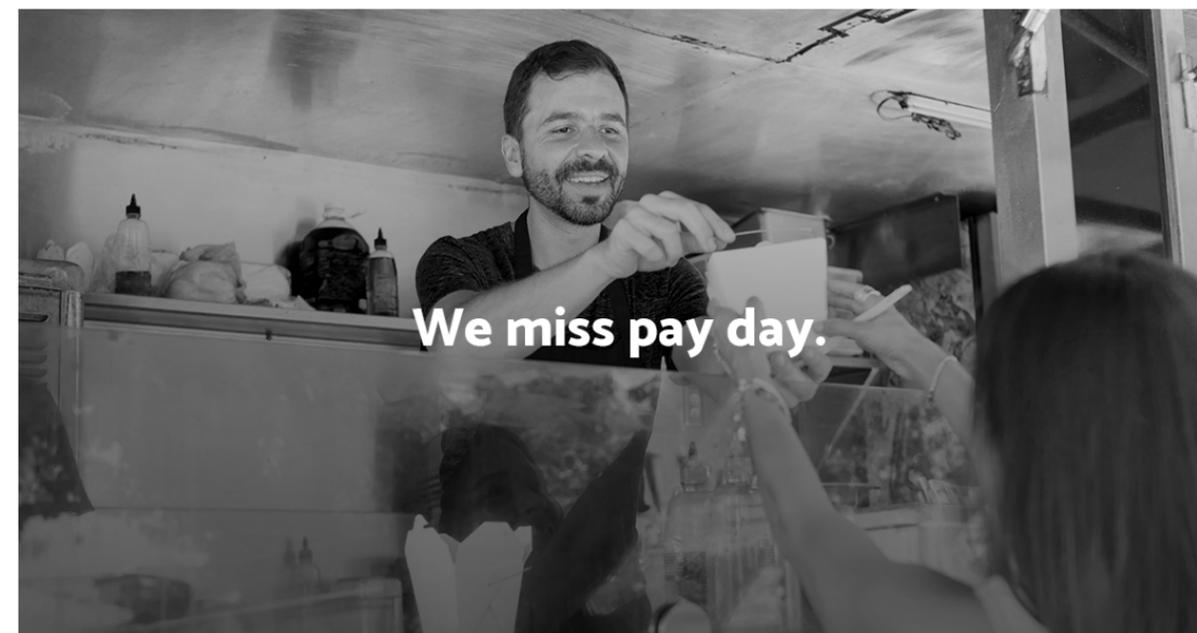


Pre-made Options

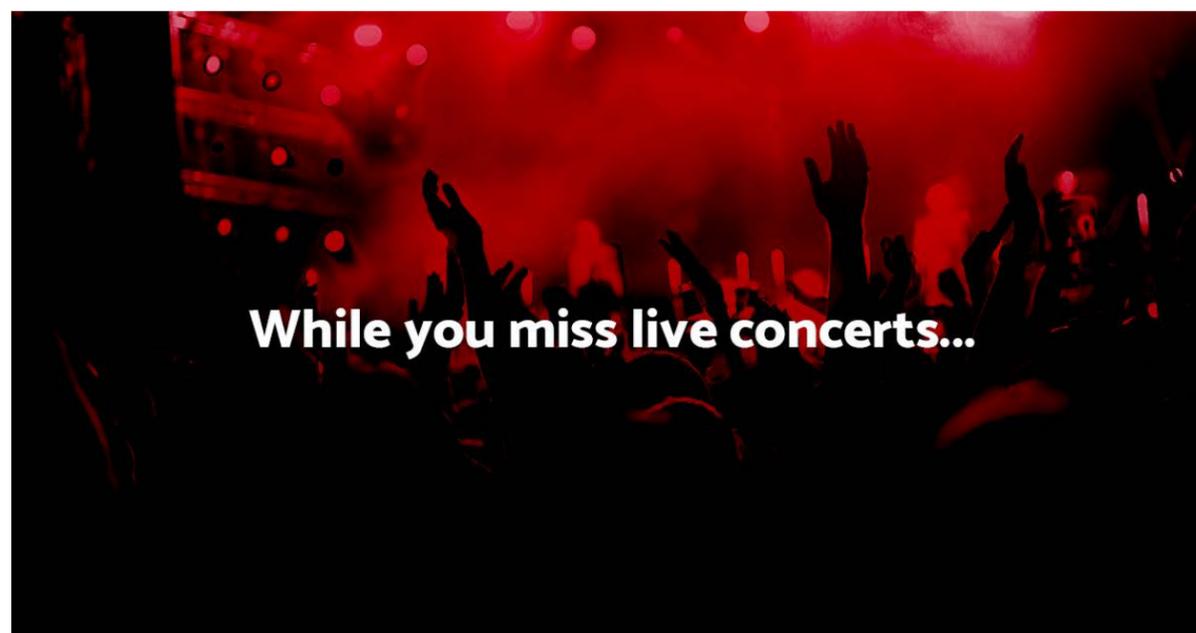
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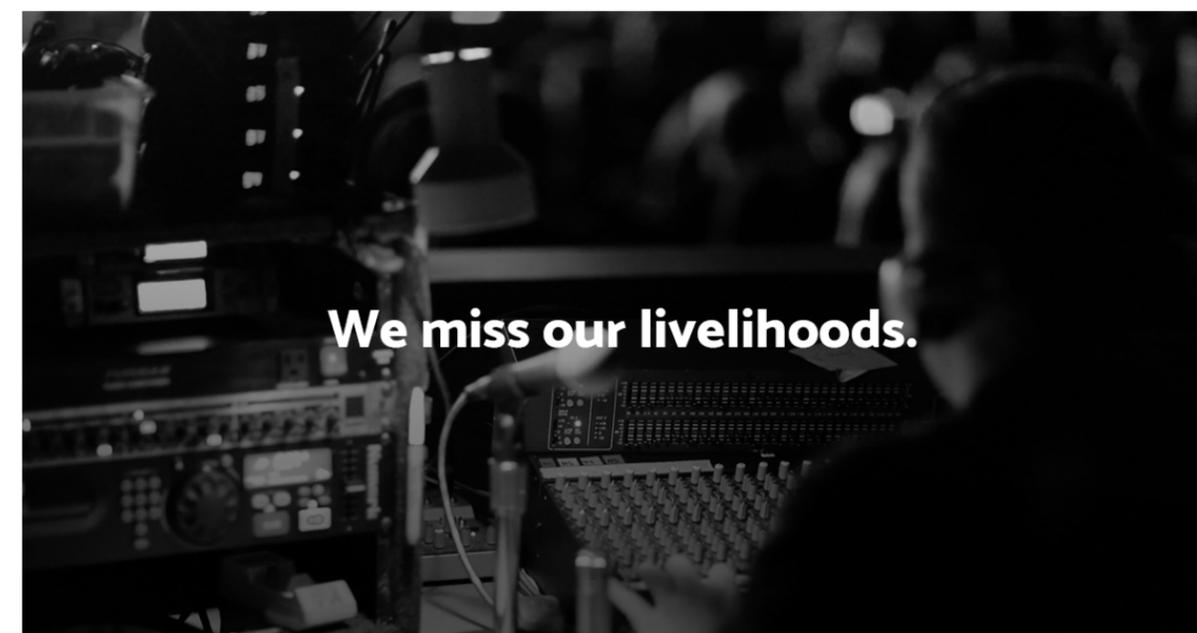
We miss pay day.



4

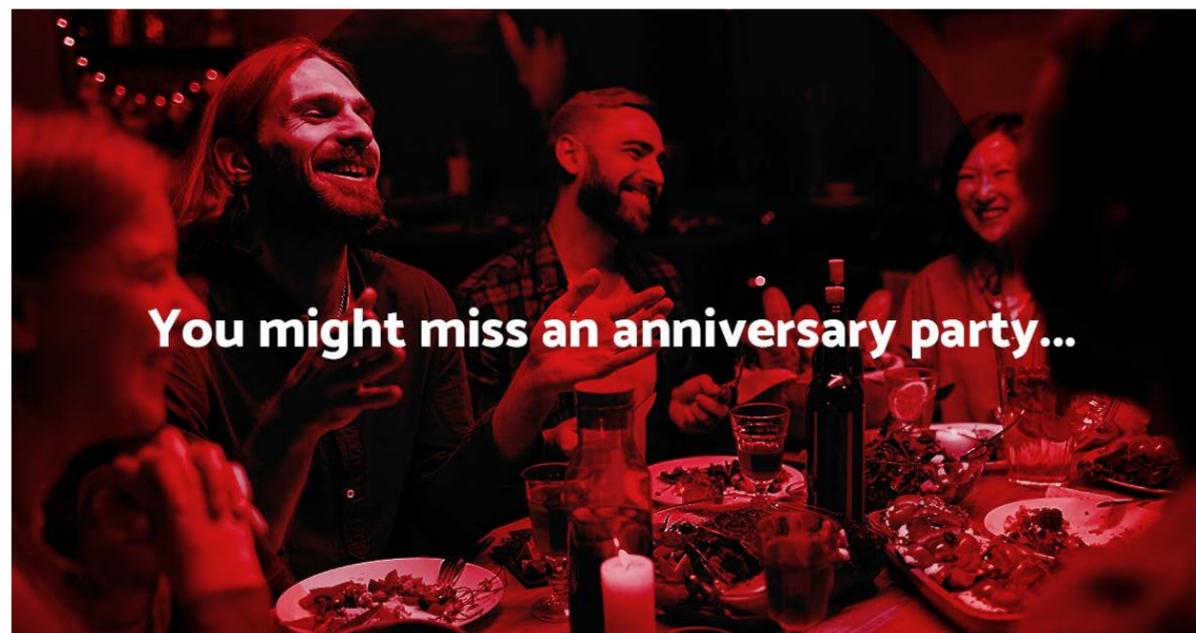


We miss our livelihoods.



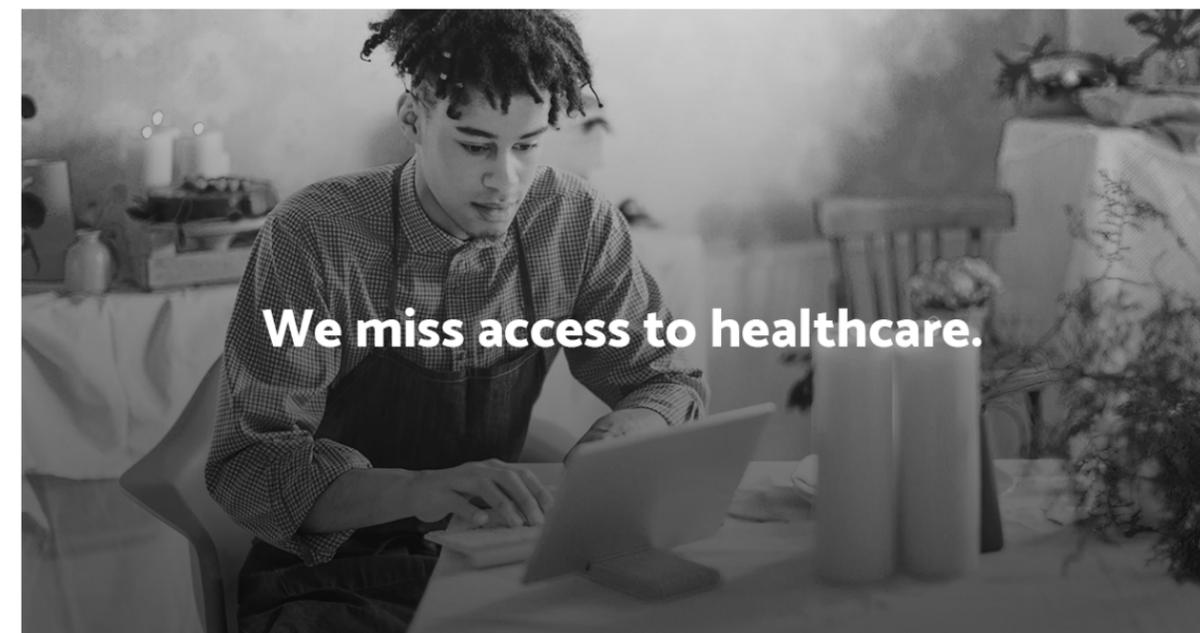
Pre-made Options

5



You might miss an anniversary party...

We miss access to healthcare.

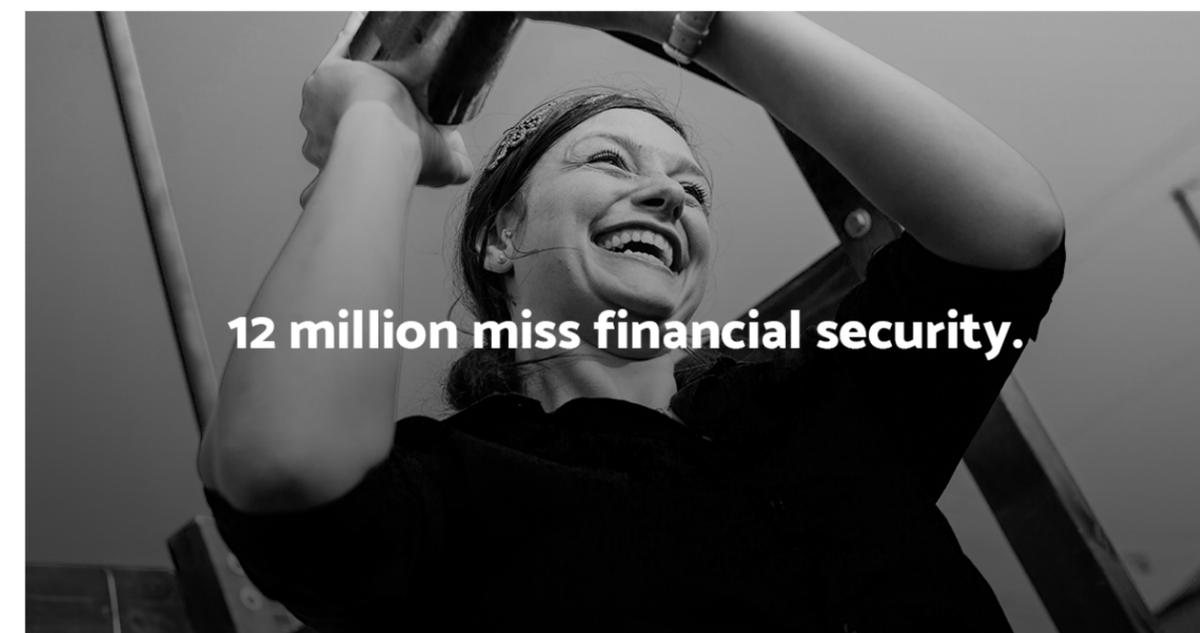


6



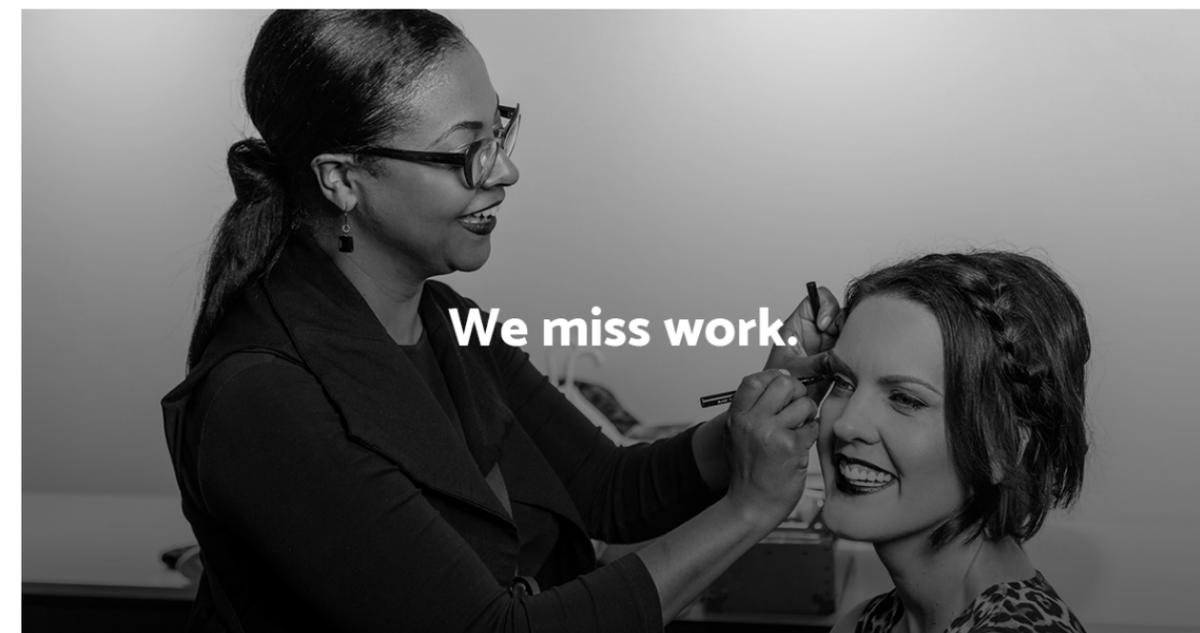
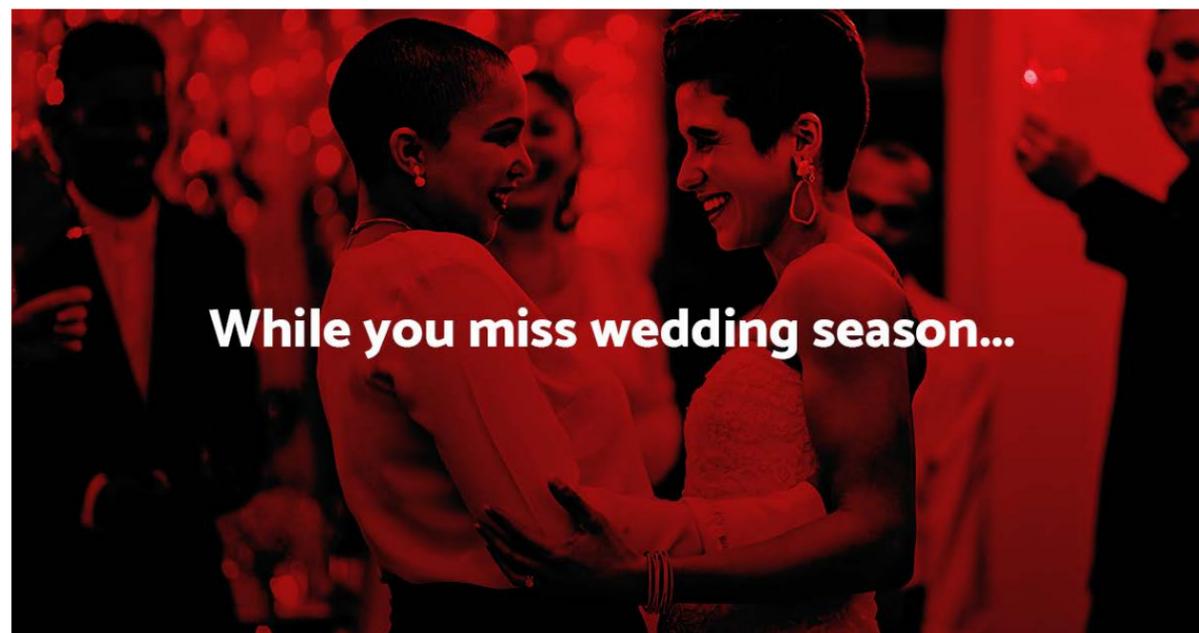
While you miss this year's fundraiser...

12 million miss financial security.

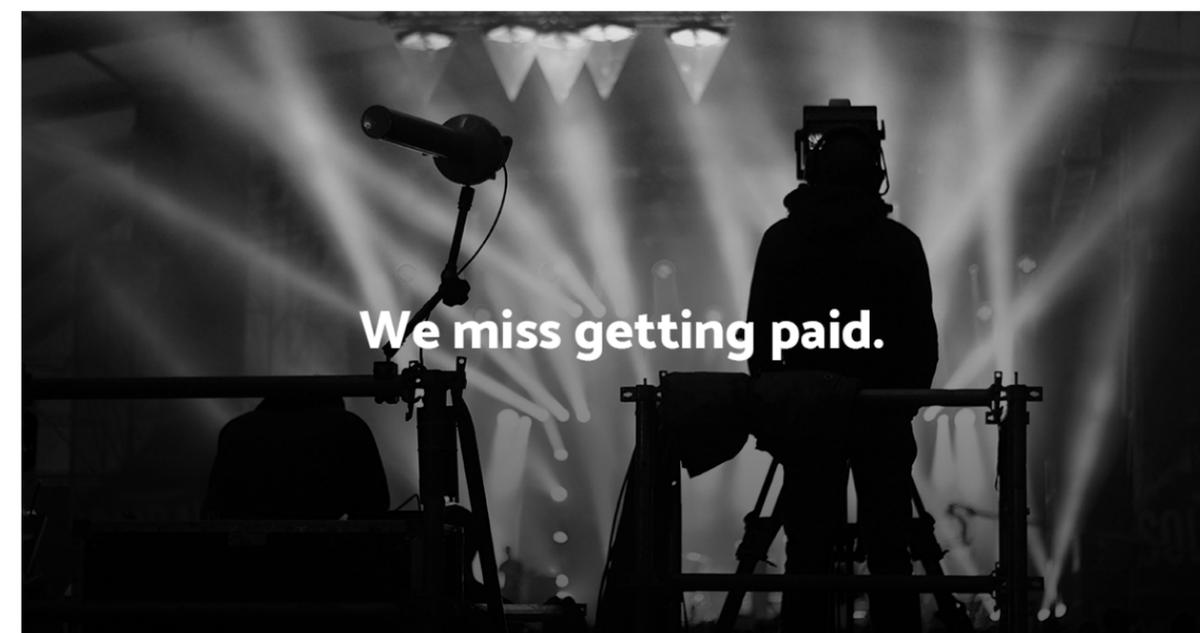
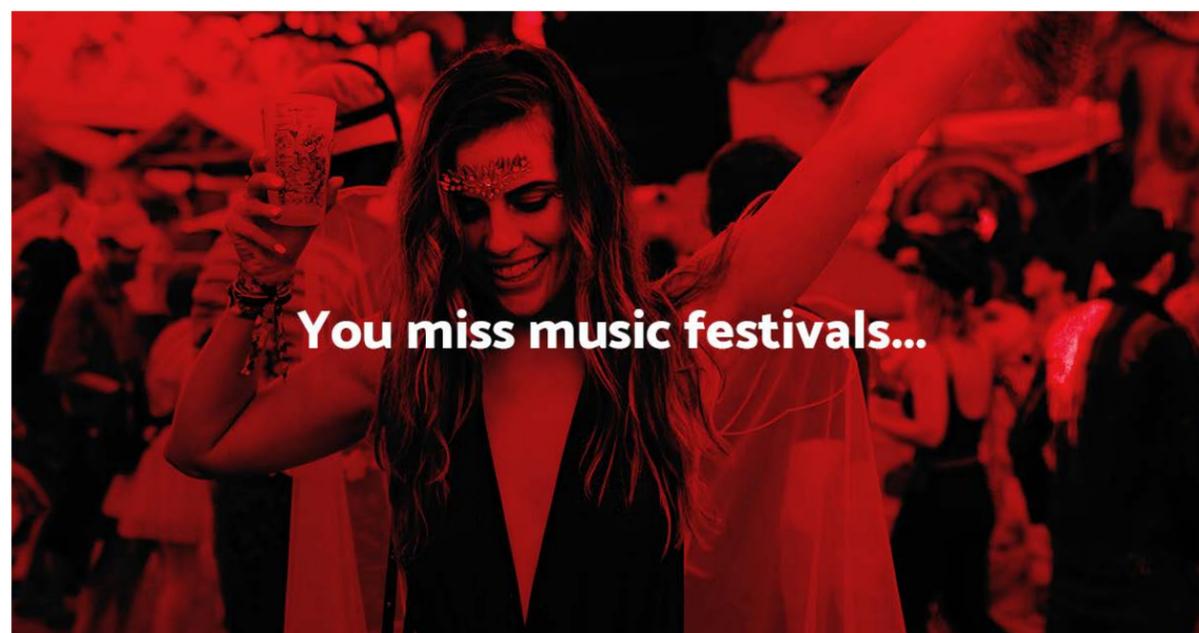


Pre-made Options

7

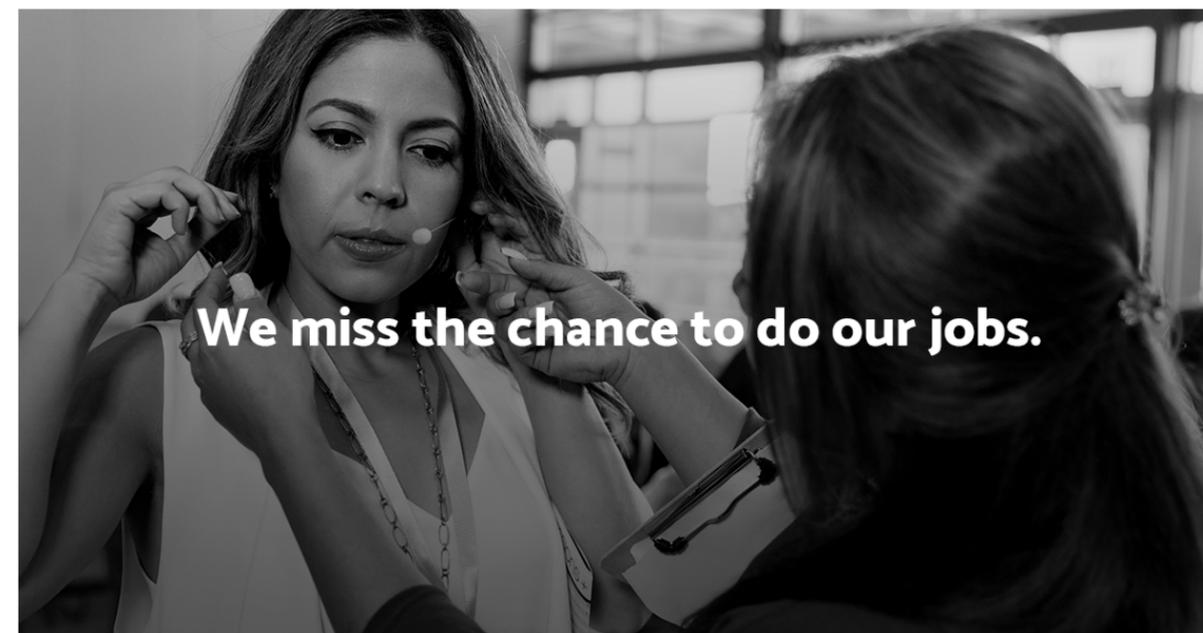
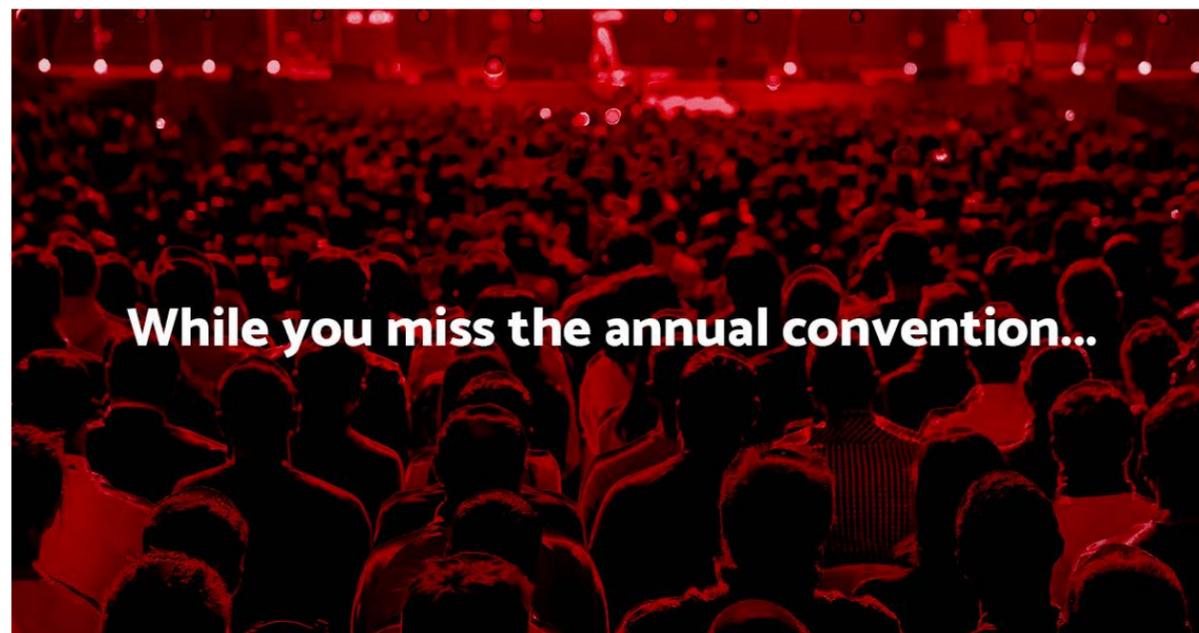


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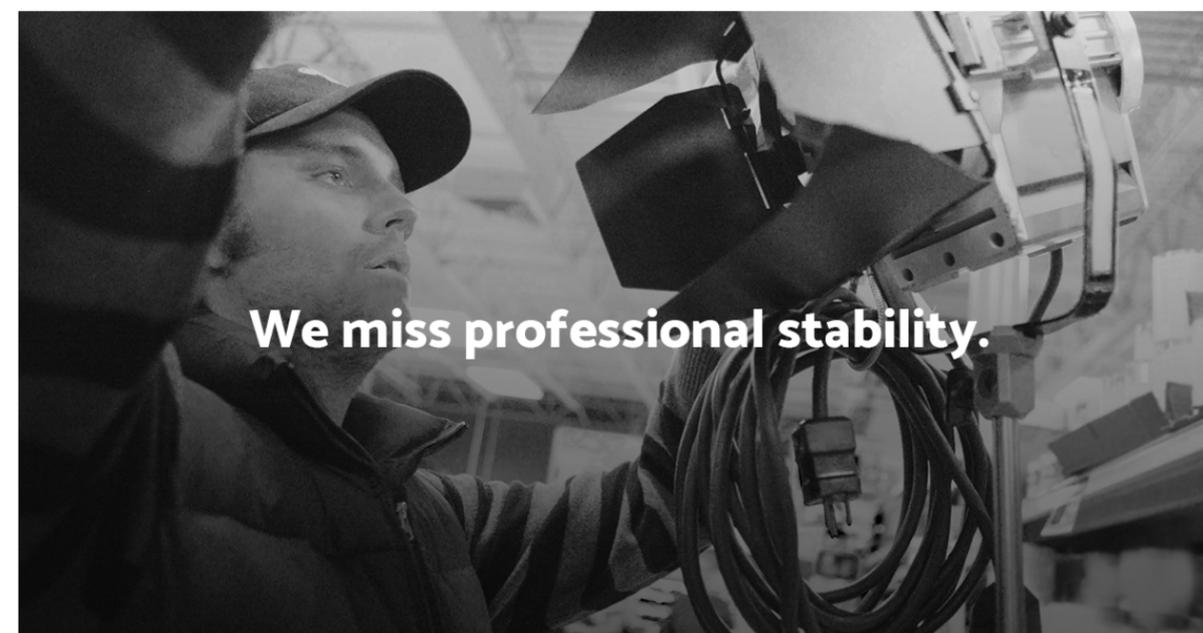


Pre-made Options

9



10

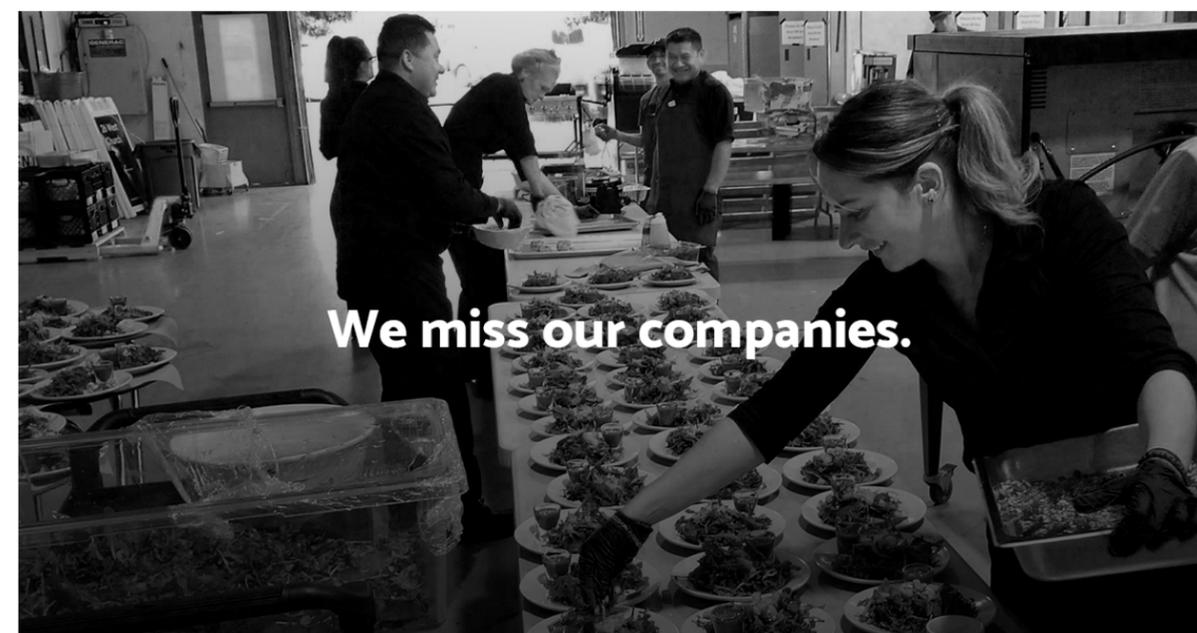
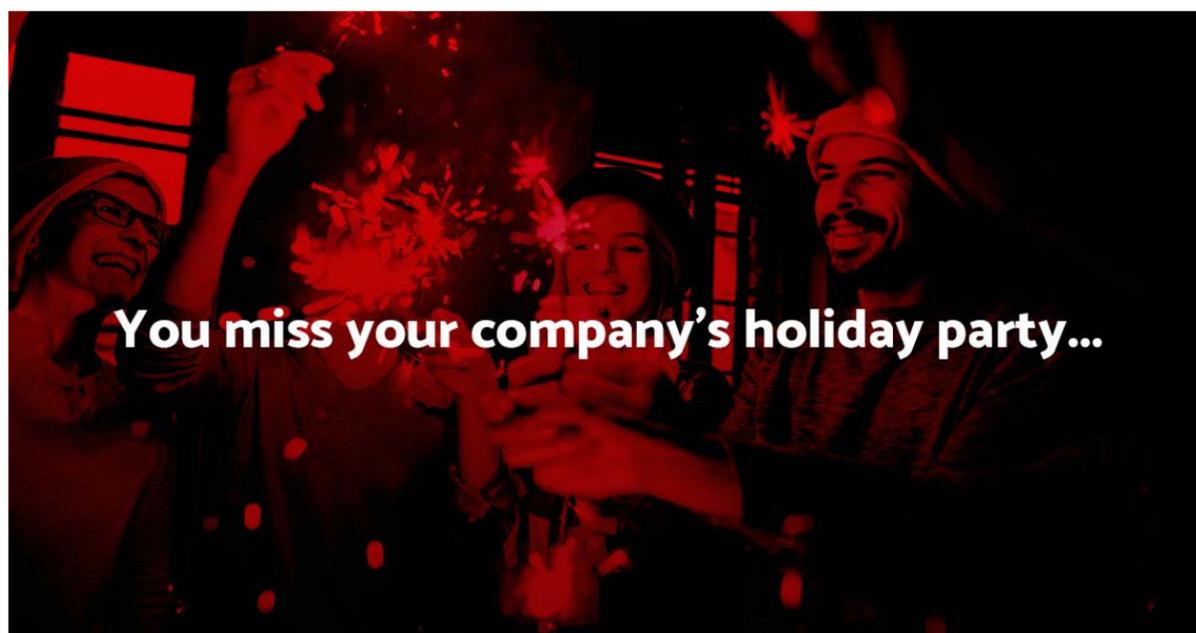


Pre-made Options

11

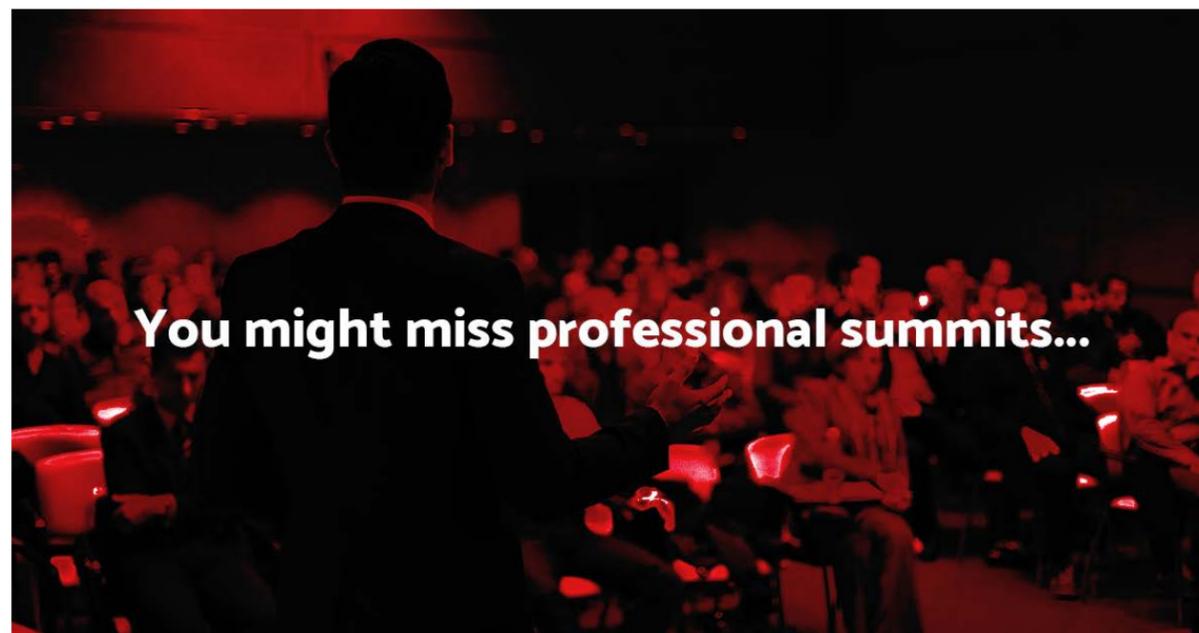


12

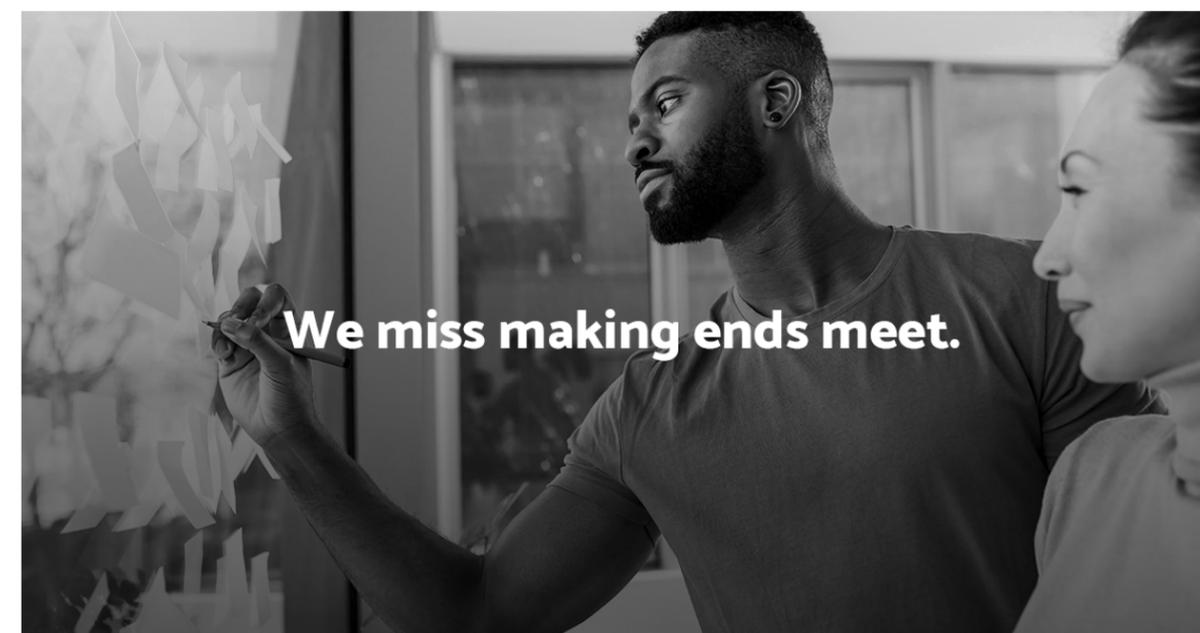


Pre-made Options

13

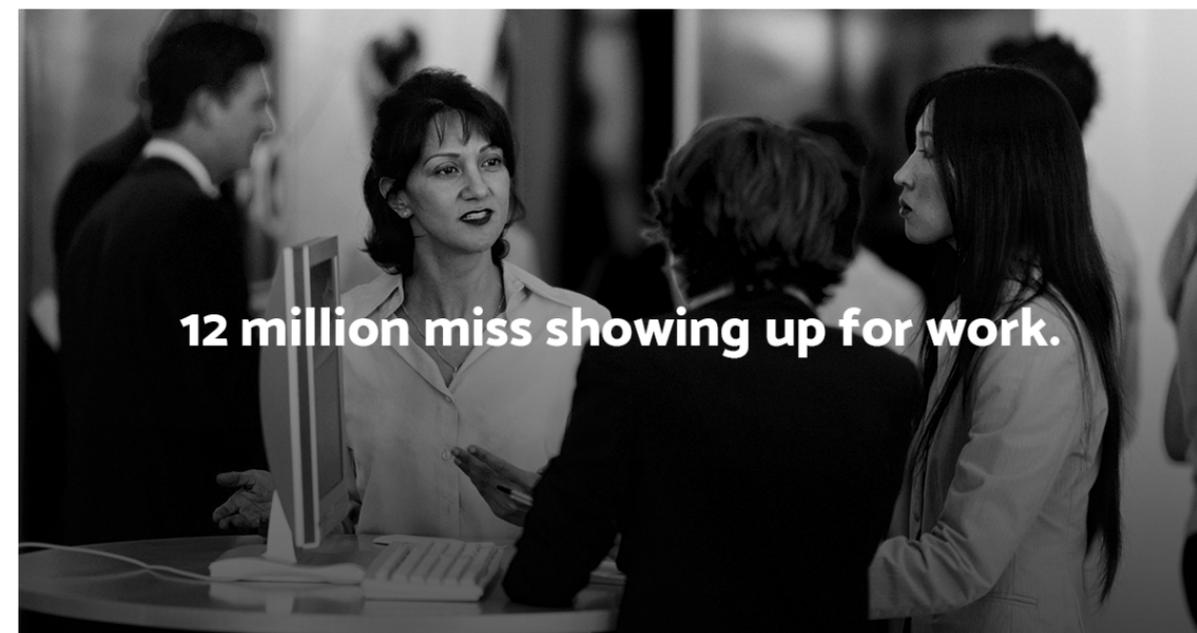
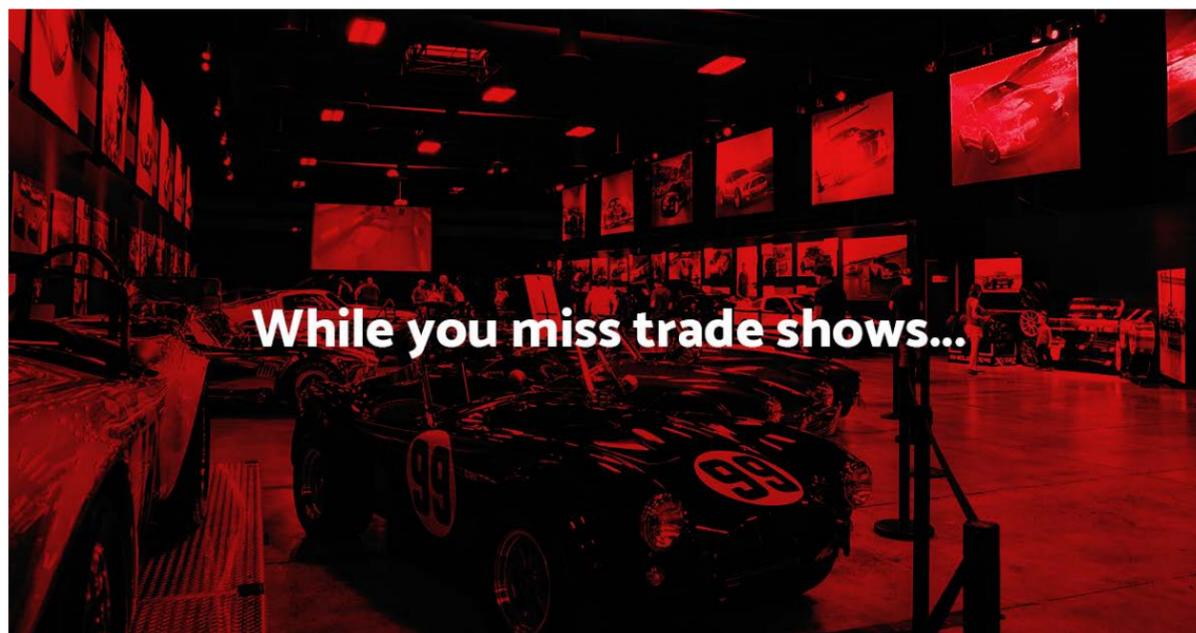


14

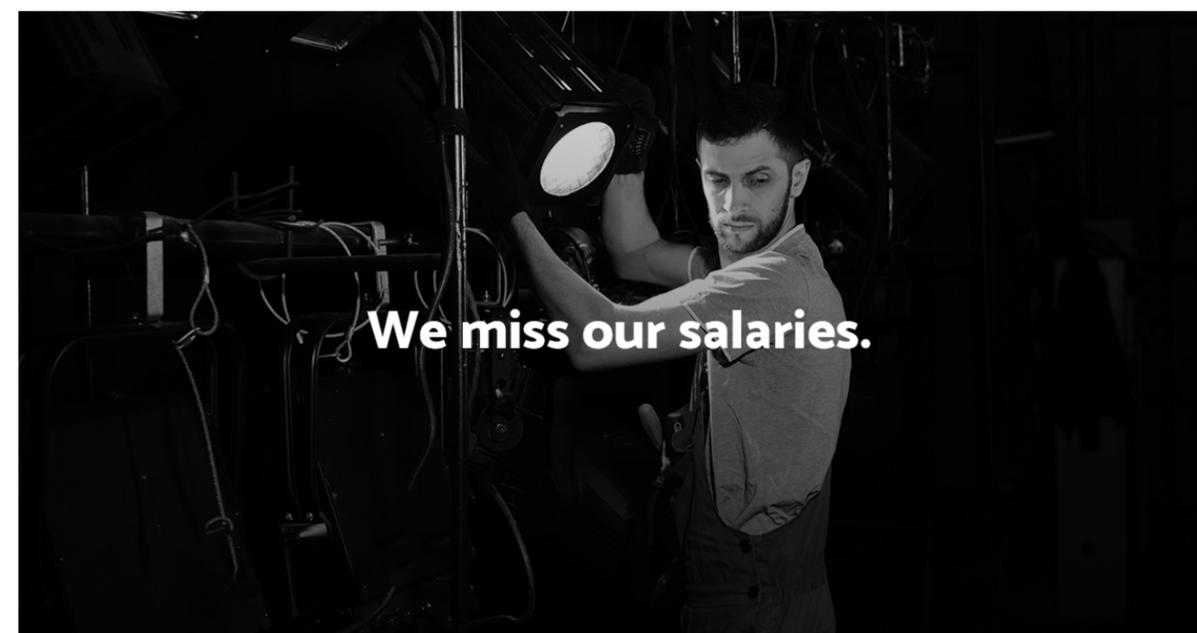
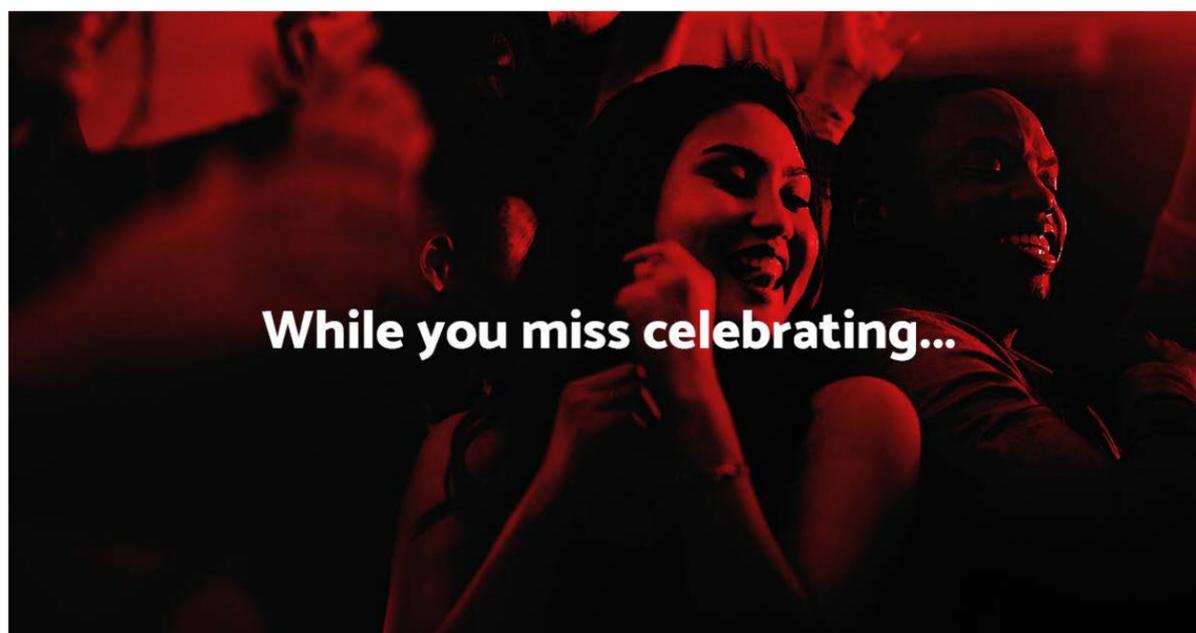


Pre-made Options

15



16



How to Post



How to Post

1

Visit [Dropbox](#) for a collection of image pairings. The files are labeled according to the order in which you should organize them in the post. Images to be used first are labeled “Frame 1”. Images to be used second are labeled “Frame 2”. Select the image and text combination that best represents your profession.

If you’d like to **customize** your carousel image, the Dropbox folder includes an Adobe Photoshop file that you can use to create two images including either photos from the provided library or your own photos. **Follow the instructions on pages 16-18.**

2

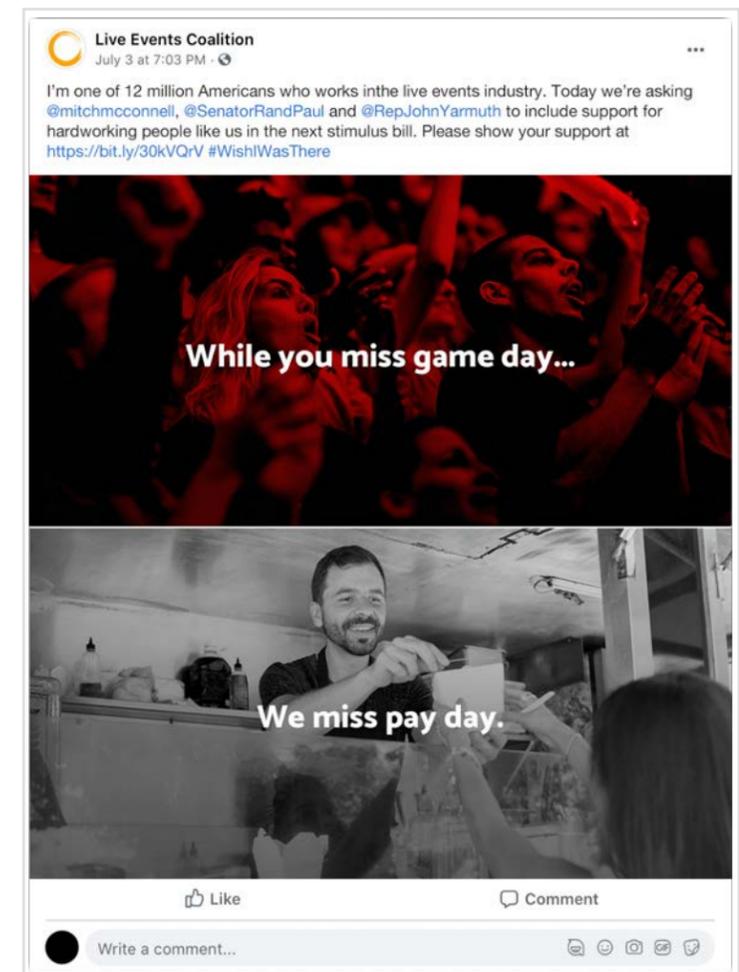
Create a caption for the post that speaks to how you, your team, and your company have been impacted by the loss of work. **Tag your [Representative](#) and [Senators](#), include [#WishIWasThere](#) and a link to the LEC action page.**

EXAMPLE:

I’m one of 12 million Americans who works in the live events industry. Today we’re asking @mitchmccconnell, @SenatorRandPaul and @RepJohnYarmuth to include support for hardworking people like us in the next stimulus bill. Please show your support at <https://bit.ly/30kVQrV> #WishIWasThere

3

Post your carousel images and caption early in the day on **Wednesday, July 29.**



How to Customize



How to Customize

1

First **save the font Catamaran** to your device. You can find this file in the *Font* folder.

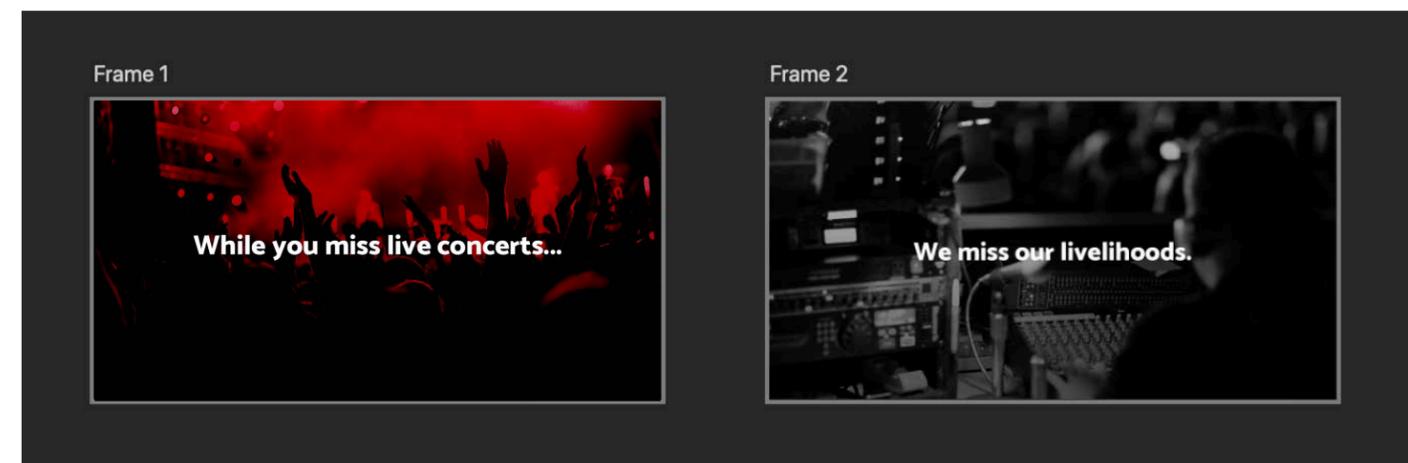
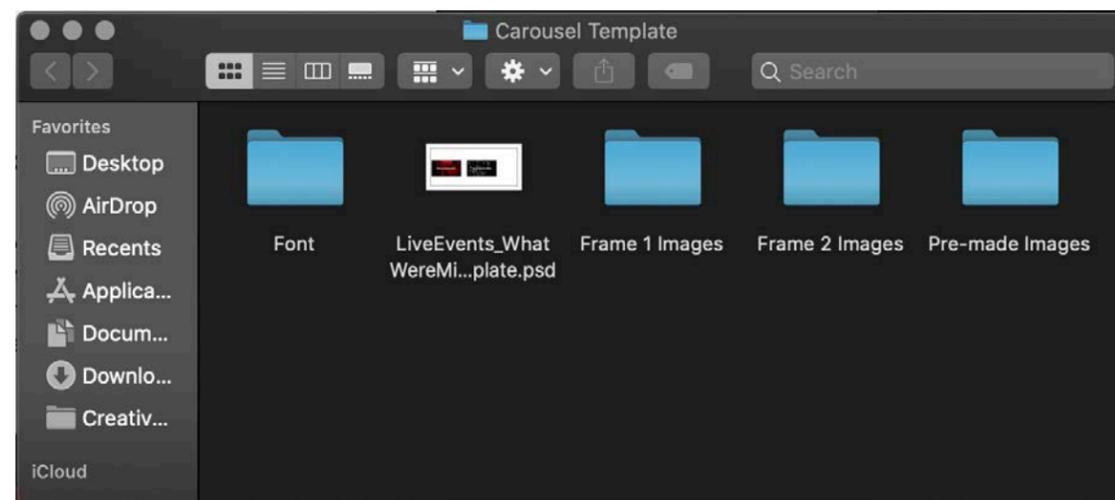
2

Next, **open Photoshop file** *LiveEvents_WhatWeMissTemplate.psd*

3

Frame 1 and Frame 2 of the post are separate artboards in the file.

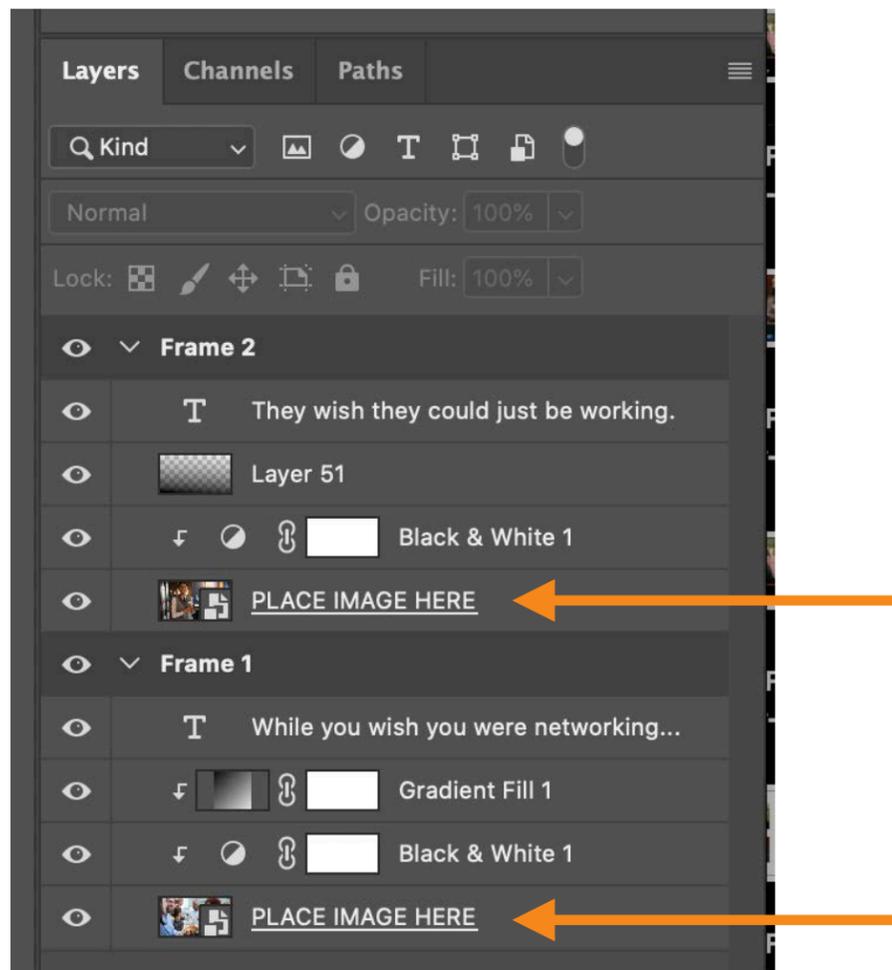
- Frame 1 includes the red overlay, and is meant to include consumer imagery (ie: person enjoying themselves at a concert).
- Frame 2 is the B&W-only image, and is meant to include impacted worker imagery (ie: the event bartender that is currently out of work).



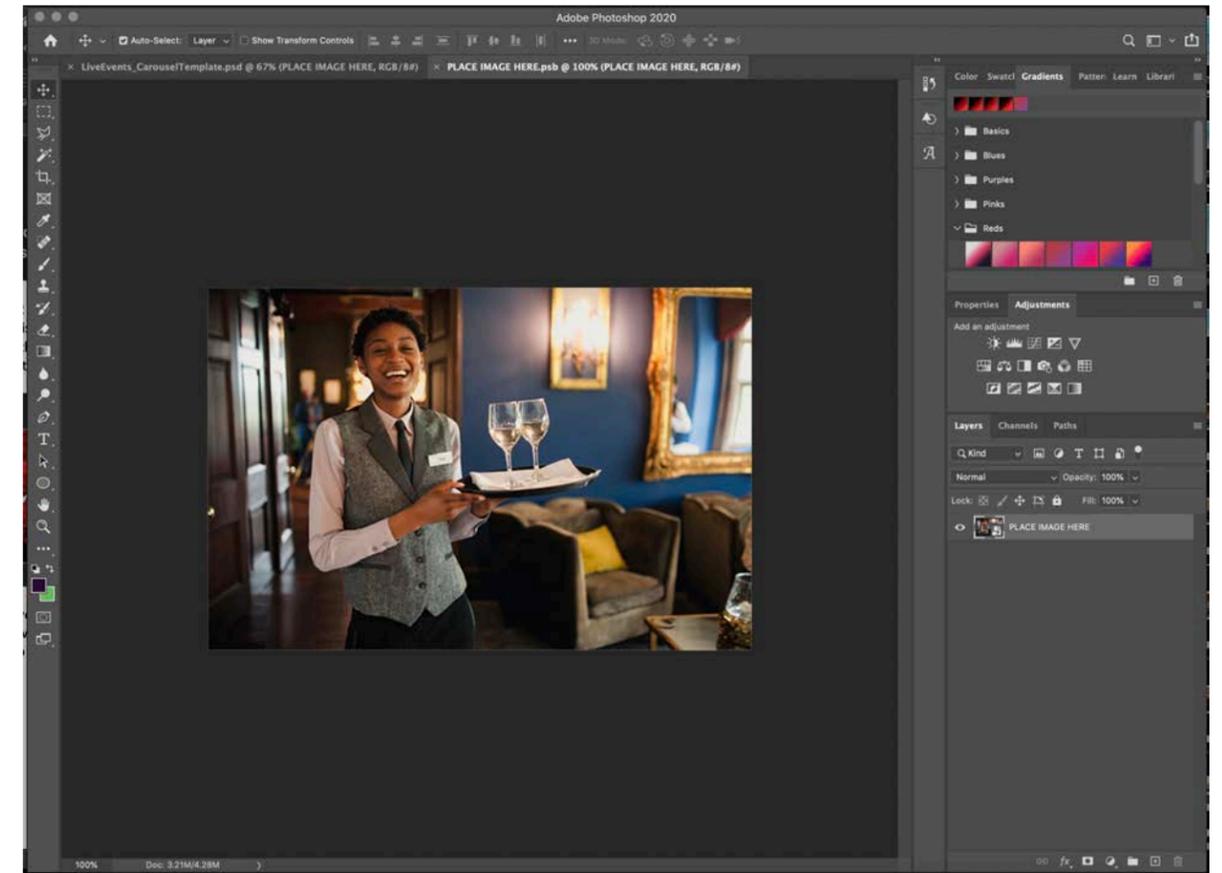
How to Customize

4

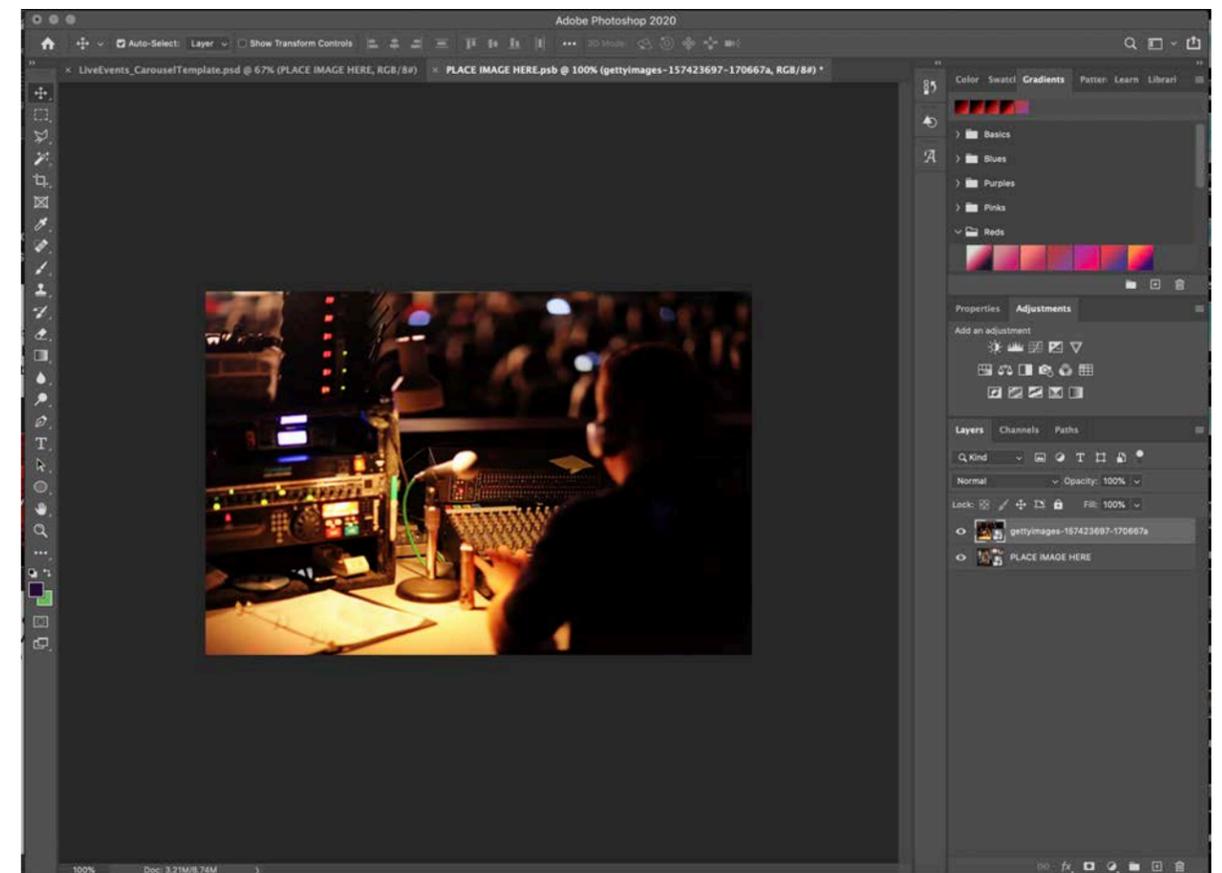
For both artboards, you'll see a smart object titled **PLACE IMAGE HERE**. Double click on this smart object. It will open a separate file that you can drag and drop your image into. Save this file and return to the original document.



BEFORE



AFTER



How to Customize

5

Now that you've changed both images, you can **swap out the text** by double clicking on the text layer and replacing with new selected phrases.

Some options you can choose from are listed below:

- While you miss concerts, we miss our livelihoods.
- You wish you were networking, we wish we were just working.
- While you miss that conference, we miss countless days of work.
- You miss this year's big trade show, 12 million of us miss work.
- You miss game day, we miss pay day.
- You miss putting on the fundraiser, we miss putting food on the table.
- While you're missing this year's fundraiser, 12 million are missing financial security.

6

Finally, **export both artboards** by going to *File > Export > Artboards to Files...*, then choose where on your device to store the files.

