National Invasive Species Awareness Week (NISAW) 2024 Event Strategy

**National Invasive Species Awareness Week is February 26 – March 3, 2024**

**Individual Meetings**

NISAW provides an opportunity for individuals and organizations to meet with elected officials and agency leadership to communicate priorities for invasive species legislation, funding, policy, and management. NAISMA is planning to hold in-person meetings in 2024. Other organizations may host meetings virtually or in-person.

**Congressional Briefings**

NISAW provides an opportunity for organizations to hold formal briefings for Congressional staff that educate and inform on a specific topic or a specific bill. These events can be co-sponsored by a Caucus. NAISMA is currently planned to hold in-person briefings in 2024. Other organizations may host meetings virtually or in-person.

**Virtual NISAW Webinar Series**

NAISMA hosts an annual series of free daily virtual webinars during NISAW. Get all of the information and register at <https://naisma.org/events/>.

**The NISAW Events Calendar**

NAISMA will promote the NISAW webinar series, D.C. events, and partner organizations’ local, virtual, or awareness events utilizing the events page on nisaw.org and social media. Events can be held any time during the year and do not have to be the week of NISAW.

**The Invasive Species Language Workshop**

Communicating about invasive species can get complicated! On February 27-28, in partnership with NAISMA for NISAW, Sea Grant is proud to present *The Invasive Species Language Workshop*, bringing together invasive species researchers and science communication professionals to share best practices for communicating about biological invasions to scientists, stakeholders, and the public.

Day 1 will feature hybrid presentations on communications issues in invasion biology, including inclusive language, effective use of metaphor, changes to species names, and more that will be available to watch online for free.

Day 2 will be held in-person in Washington, DC and will feature in-depth discussion to develop research topics and interventions to improve communication strategies in invasion biology, including the process for changing species names, harmonizing communications strategies across agencies and research groups, tailoring messaging to stakeholder groups, and more.

**D.C. Networking Event**

On Wednesday, February 28, 2024, NAISMA will gather with other organizations at a networking event in the evening at Hawk and Dove in Washington D.C. aimed to connect with and support individuals attending NISAW. More information will be made available in February.

**Social Media Marketing**

NAISMA aims to collaborate with members, partners, and like-minded organizations to arrange social media marketing during the week of NISAW to raise awareness. NAISMA recommends other organizations utilize the free toolkit and social media images available at [NISAW Toolkit](https://www.nisaw.org/nisaw-toolkit/).