

# HUBBLE SPACE TELESCOPE 25TH ANNIVERSARY EVENTS

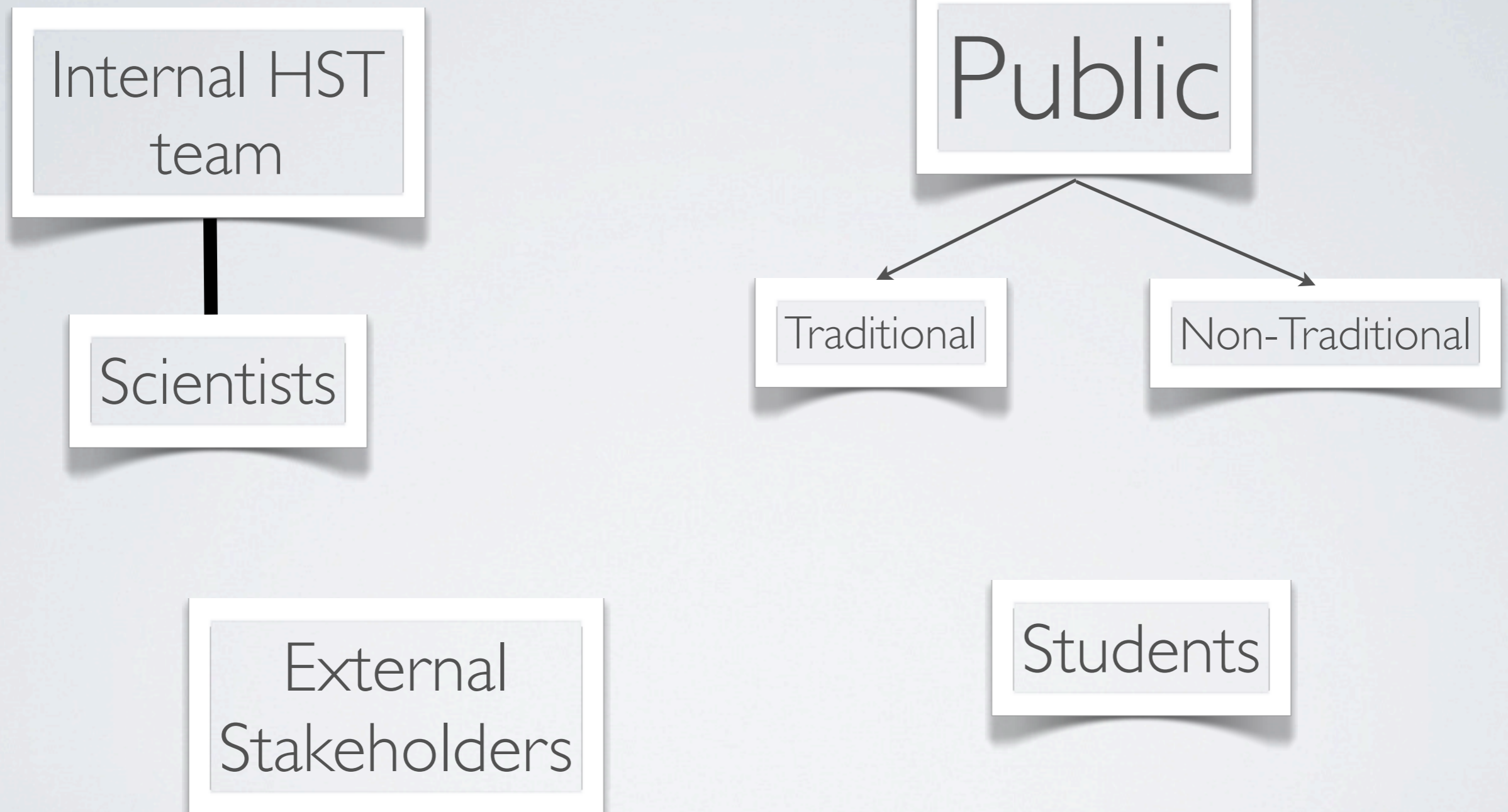


Dr. Amber Straughn  
NASA HQ

# THEMES

- Overall synergistic audience-based approach to events and programs; branding
- Celebrating the past and looking to the future (of both Hubble and JWST)
- Celebrate and engage “the Hubble generation”
- Focus on “the Hubble phenomenon” ... How Hubble made science cool

# AUDIENCE-BASED



# EXAMPLE EVENTS & PROGRAMS

## Capstone Kickoff Event at NASM



# EXAMPLE EVENTS & PROGRAMS

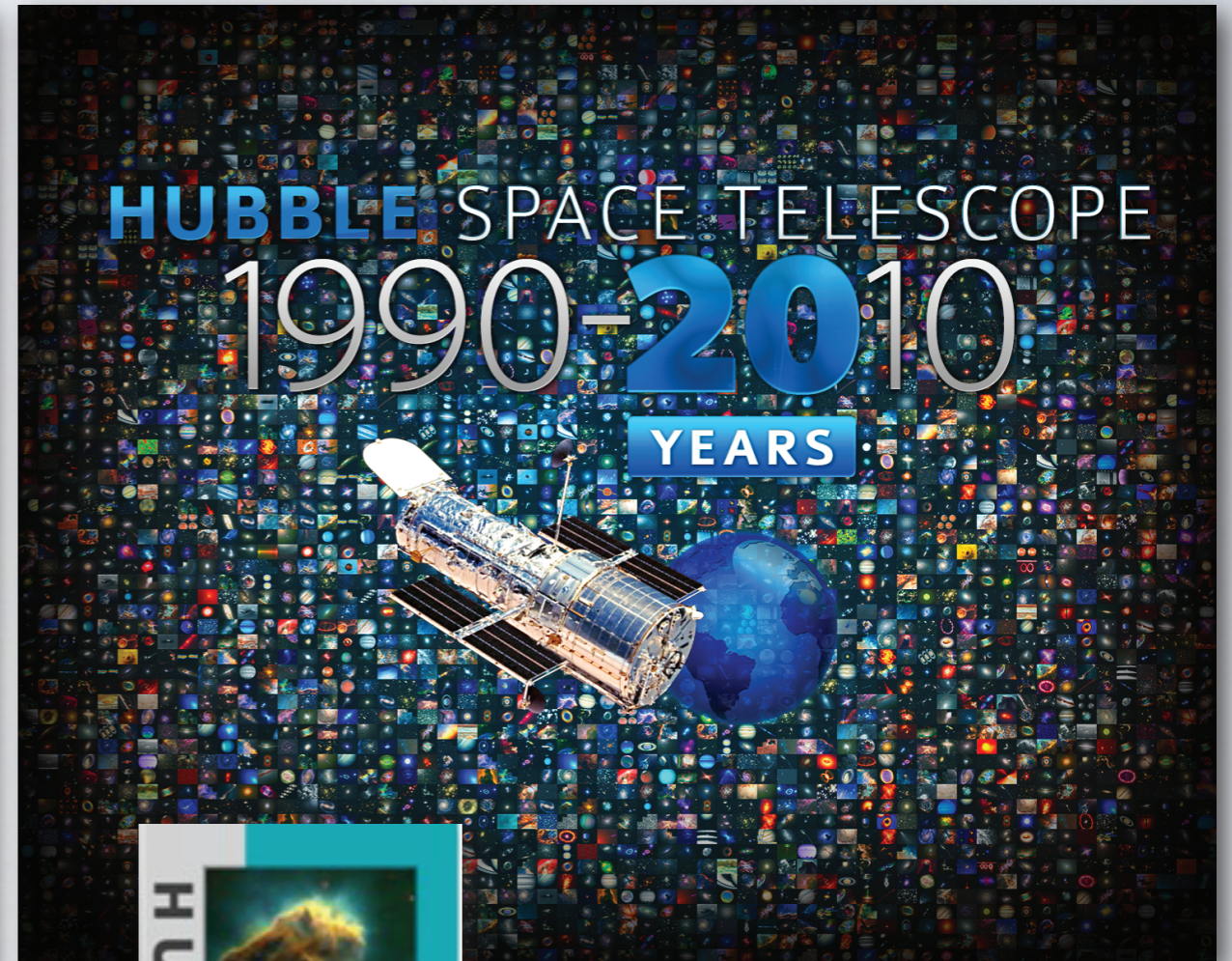
## 25th Anniversary Images



Pillar and Jets HH 901/902  
Hubble Space Telescope • WFC3/UVIS

NASA, ESA, and M. Livio and the Hubble 20th Anniversary Team (STScI)

STScI-PRC10-13a



# EXAMPLE EVENTS & PROGRAMS

Media & Social Media Plan in Development

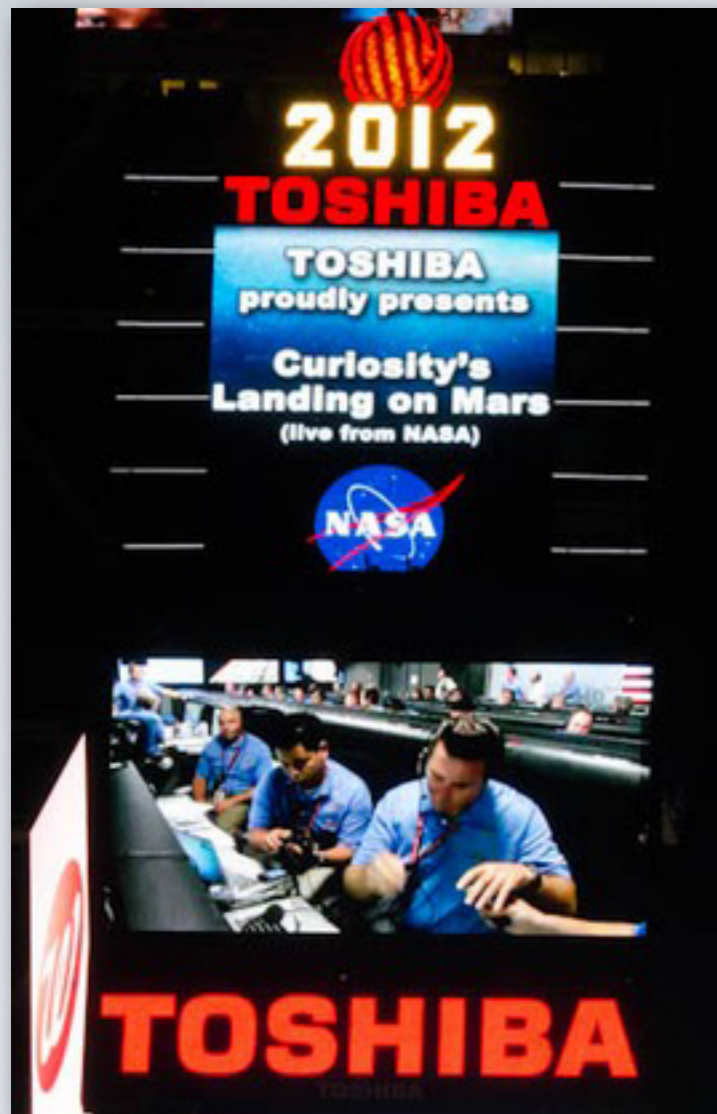


Social Media Strategy:  
Leverage existing  
accounts to amplify  
message



# EXAMPLE EVENTS & PROGRAMS

## Hubble 25th Anniversary Event in Times Square



# EXAMPLE EVENTS & PROGRAMS

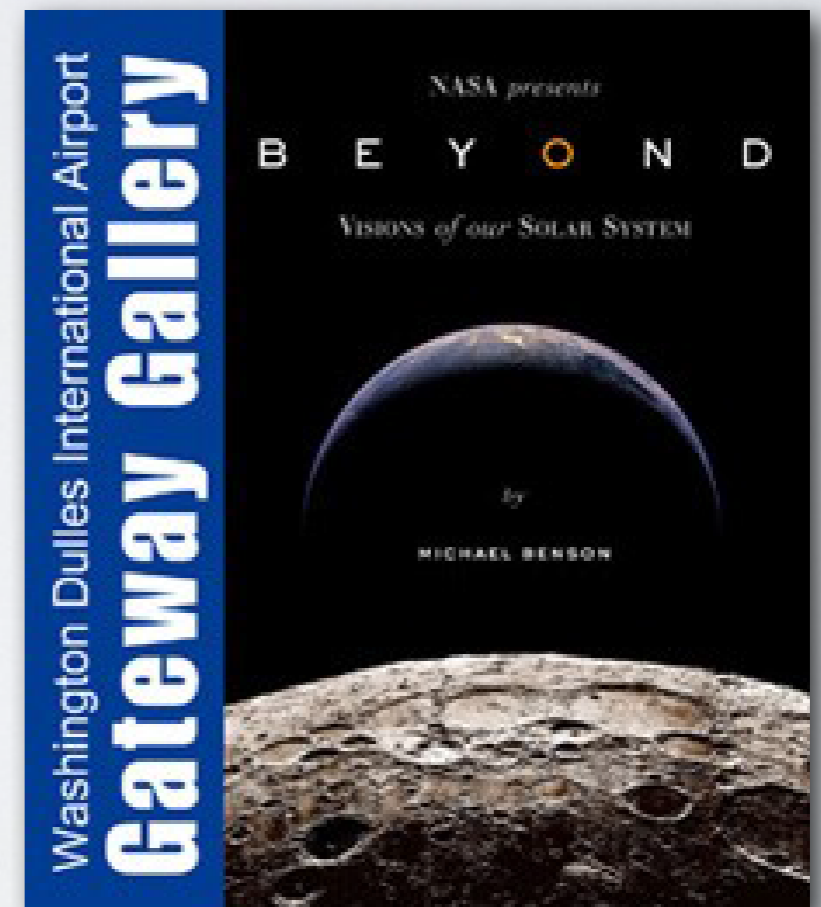
Tie-ins with stakeholders  
(in collaboration with NASA OLIA & industry partners)





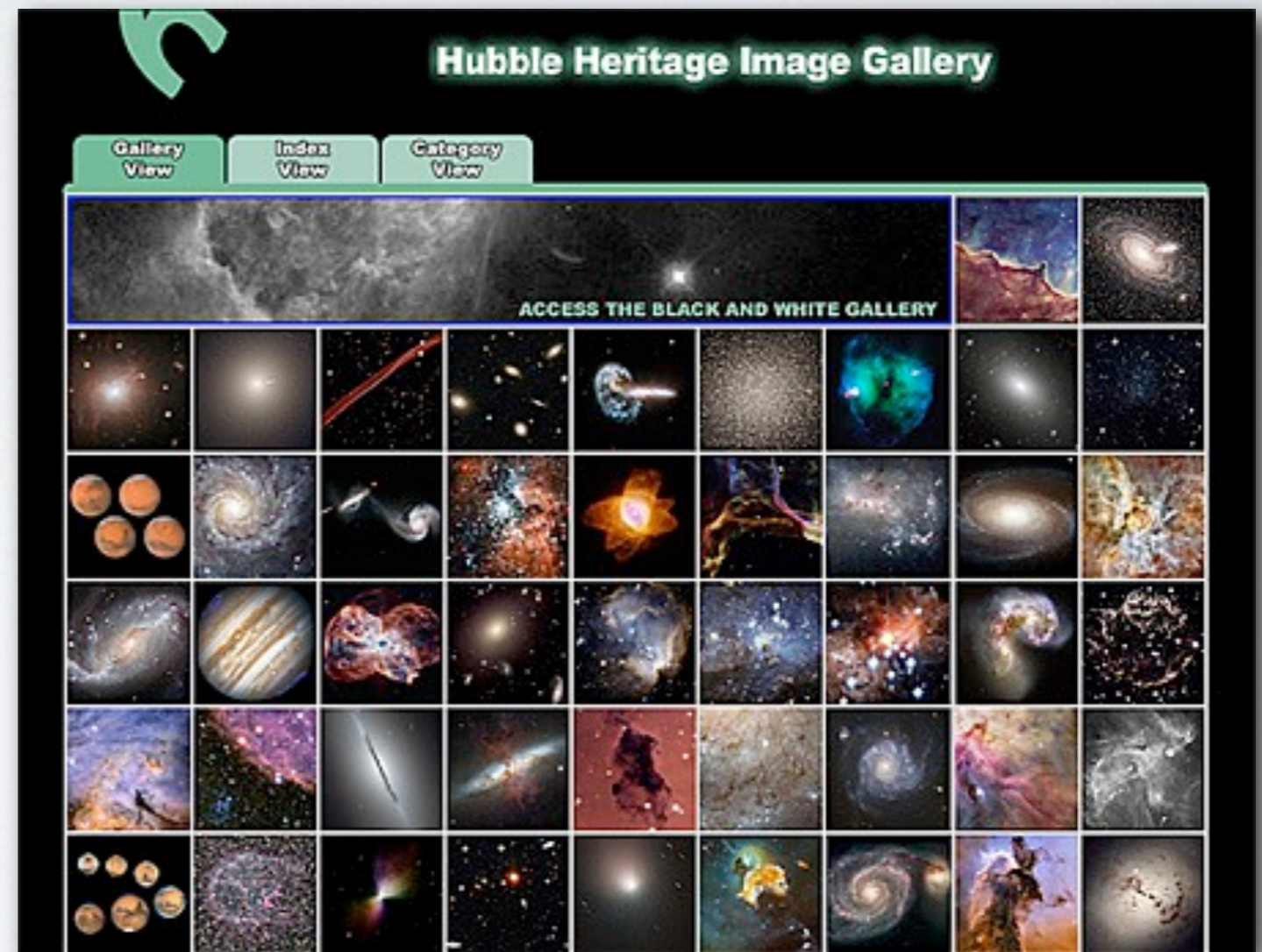
# EXAMPLE EVENTS & PROGRAMS

Public Events & Exhibits



# EXAMPLE EVENTS & PROGRAMS

Nationwide Education Programs



# EXAMPLE EVENTS & PROGRAMS

Nationwide University Lecture Series



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