

# MARKETING GUIDELINES

TO EMPOWER 100 OF YOUR COMMUNITY TO BUILD THE FUTURE  
OF HOW HUMAN CONNECTION HAPPENS

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## **Twitter marketing:**

I'm one of 1,000 @PIevents ambassadors and I'm in action to empower 100 of my community. Come join my dialogue on *date/time* to talk about SDG X (sign up link) #eventscreatechange #UN75

## **LinkedIn marketing:**

I'm one of 1,000 @positiveimpactevents ambassadors passionate about SDG X. I'm in action to empower 100 of my community and join the world's biggest conversation #UN75. On *date/time* I will be hosting a dialogue on SDG X to be in action building the future of how human connection happens (sign up link). I hope you can join me. #eventscreatechange

## **Facebook marketing:**

I'm one of 1,000 @positiveimpact ambassadors passionate about SDG X. I'm in action to empower 100 of my community and join the world's biggest conversation #UN75. On *date/time* I will be hosting a dialogue on SDG X to be in action building the future of how human connection happens (sign up link). I hope you can join me. #eventscreatechange

## Email marketing:

Dear XXX

I'm one of 1,000 Positive Impact Events ambassadors passionate about SDG X and I'm in action to empower 100 of my community.

On *date/time* join me to talk about SDG X (sign up link).

None of us know all the answers and the basis of this dialogue will be materials created by not-for-profit Positive Impact Events who has collaborated with a number of UN bodies on a campaign to empower 100,000 #eventprofs to be in action building the future of how human connection happens.

The dialogue is a part of the #UN75 campaign and the outcomes will be fed back to the UN at the September 2020 Summit so the event industry can have our say in building back better.

I hope you can join me.

Kind regards,