

AID BY TRADE FOUNDATION COTTON CONFERENCE

COTTON'S SUSTAINABLE FUTURE: INNOVATE TO THRIVE

SOCIAL MEDIA COMMUNICATIONS GUIDE



KEY INFORMATION:

The in-person two-day AbTF Cotton Conference, with an optional excursion on the third day, will be held in Mumbai, India at the hotel JW Marriott Mumbai Juhu. It will focus on digital solutions for building transparent and sustainable textile supply chains.

The conference is designed for CmiA partners, retailers, brands, cotton producers, spinning mills, standards organisations, NGOs, consultancy and digital experts, and other members of the textile production chain.

DATES:

11–13 March 2024 in Mumbai In person

VENUE:

JW Marriott Mumbai Juhu

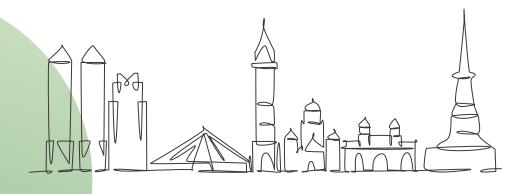
OFFICIAL EVENT PAGE:

https://conferences.aidbytrade.org/

SOCIAL MEDIA CHANNELS:

LinkedIn: @Cottonmadeinafrica Twitter: @CmiA_AbTF Instagram: @cottonmadeinafrica Facebook: @cottonmadeinafrica

Hashtags: #C24 #AbTFCottonConference #SustainableCotton #CottonForChange







SOCIAL MEDIA TEMPLATES:

Download the whole package **<u>HERE</u>**.



Key visual



Attending post Square, horizontal



Speaking post Square, horizontal





Sponsor post Square, horizontal



SPEAKING POSTS:

If you're a speaker, please reach out to us! We'll create a Speaking Visual for you, complete with your picture and details. You can then use it across your social media channels. Please contact: marketing@abt-foundation.org



12 MARCH 2024 | 2:30-3:30 PM MARIA MUSTERFRAU JOB DESCRIPTION, COMPANY, FURTHER INFORMATION TYPE OF PRESENTATION:



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TYPE OF PRESENTATION: HERE IS THE HEADLINE OF THE PRESENTATION

Speaking post Square, horizontal



LOGO AND COLOUR GUIDANCE:

Please use the social media assets provided to you. If you would like to use the logo for your own social media artwork, the colours and design of the logo should not be modified in any way in order to ensure consistency.

Download the logos **HERE**.



Logo (black)



Logo (white)



Logo (green)



LINKEDIN SAMPLE CAPTIONS:

ATTENDING

We're thrilled to announce that [Your Company Name] will be participating at the Aid by Trade Foundation Cotton Conference 2024, scheduled from 11-13 March in Mumbai, India. As we delve deep into the world of sustainable cotton practices, this is a great opportunity to learn, collaborate, and forge new paths with industry visionaries.

We are eagerly anticipating engaging conversations with peers and brands who are equally passionate about pioneering a sustainable future in the cotton industry.

Stay up to date and secure your spot at: https://conferences.aidbytrade.org/

See you in India!

#C24 #AbTFCottonConference #SustainableCotton #CottonForChange

SPEAKING -

Exciting Announcement!

I'm honored to share that I'll be speaking at the Aid by Trade Foundation Cotton Conference 2024 in Mumbai, India. Join me as we dive into [brief topic or theme of your talk].

It is great to be part of a community that's actively working towards a more sustainable future in the cotton industry.

Let's collaborate, learn, and pave the way for positive change!

Stay up to date and secure your spot at: https://conferences.aidbytrade.org/

SPONSORING

We're delighted to announce that [Your Company Name] is a proud sponsor of the Aid by Trade Foundation Cotton Conference 2024 in Mumbai, India. It's great to support a platform that amplifies the importance of sustainable practices in the cotton industry.

Collaboration is the key to driving positive change, and we're eager to connect with industry leaders, innovators, and advocates.

Follow @Cottonmadeinafrica for updates, and register at: https://conferences.aidbytrade.org/



TWEET SAMPLES:

ATTENDING -

Attending the Aid by Trade Foundation Cotton Conference 2024 from 11-13 March in Mumbai, India. Ready to deep dive into the future of sustainable cotton! #C24 #AbTFCottonConference #SustainableCotton #CottonForChange

SPEAKING -

Thrilled to announce I'll be speaking at the Aid by Trade Foundation Cotton Conference 2024 in Mumbai, India. Can't wait to connect in person! #C24 #AbTFCottonConference #SustainableCotton #CottonForChange

SPONSORING

We are excited to be a sponsor of #AbTFCottonConference. Join us 11-13 March in Mumbai, India. Register today at **https://conferences.aidbytrade.org/** #SustainableCotton #CottonForChange

CONTACT:

If you have any questions, please contact: marketing@abt-foundation.org