



#AMWAJ2018

This communication pack includes (1) the below **guidelines**, (2) **e-banners** in different sizes, (3) Forum **agenda**, (4) **speaker profiles** for interview opportunities plus their profile images, and (5) **logistical information** pertaining to the location of the venue, hotels and other points of interest.

To effectively promote and increase the potential outreach for our #AMWA2018 Forum, **all partners are requested to implement the following external communication activities:**

A. SOCIAL MEDIA (Twitter, LinkedIn, Facebook, YouTube)

As its main social media channels, #AMWAJForum uses:

Facebook <https://www.facebook.com/AMWAJFORUM/>

Twitter <https://twitter.com/AMWAJForum>

and **LinkedIn** <https://www.linkedin.com/groups/3847284>

When posting on both platforms, use the hashtags, handles, and tag influencers to help increase visibility and engagement with key external stakeholders (see attached sheet).

For every post, **embed the following link** to direct viewers to the website to register:

<https://amwajforum.com/>

Examples of posts to use with a banner:

Join the #AMWAJ forum in #Barcelona 29-31 October. Register Today!

Register today to be part of #AMWAJForum, a unique opportunity to foster international #cooperation and advance #sustainabledevelopment around the Euro-Mediterranean and MENA regions.

Discover and debate scenarios at #AMWAJ2018, A Mediterranean and Journalism Forum for a more #sustainable future in #water #energy Register today for the #AMWAJForum (29-31 Oct, Barcelona).



Facebook

From 29-31 October, REVOLVE will **livestream the event** from Facebook. All partners are kindly requested to share the livestream to reach their networks. A link will be shared during the event to do this:

<https://www.facebook.com/AMWAJFORUM/>

Youtube

All AMWAJ videos and relevant materials are featured on the AMWAJ FORUM YouTube channel:

<https://www.youtube.com/channel/UCqgTb8OWIB86hFPPOsQeUvg>

All partners are requested to subscribe to the channel, promote the links, and like and share videos to increase the followers of the project.

B. NEWSLETTERS + WEBSITES

Use the banners in this communication pack to **embed the images** in your respective newsletters and websites with hyperlinks to the landing page (<https://amwaiforum.com/>).

Embedding the banners and links creates a cluster-and-ripple effect amongst our consortium and media partners that expands our impact exponentially.

Please notify REVOLVE when you have added the banner/links so that we can check implementation and track the impact accordingly.

If you mention the #AMWAJ2018 forum in a 'NEWS' post or on your 'EVENTS' page, please use the banner and link to create a clear visual connection to the forum landing page as well as to attract attention and increase potential participation.

In the below calendar of deliverables, HTML e-letters will be shared with all partners to share updates on the forum including agenda updates, announced speakers, and registration reminders. All partners are encouraged to share these mailings with their respective networks.

Example text for a newsletter:

To promote awareness of the interconnections between sustainability and promote social entrepreneurship throughout the Mediterranean region, REVOLVE organizes AMWAJ ("waves" in Arabic), a forum on water and journalism for sustainable development in the Mediterranean. The forum began in Amman, Jordan, and had more than 250 attendees. The next AMWAJ Forum is held in Barcelona from October 29 to 31, 2018 and aims to bring together hundreds of young journalists and professional entrepreneurs from the geographical space of the 43 countries of the Union for the Mediterranean to exchange ideas and knowledge, acting as well as an incubator for sustainable development. AMWAJ highlights the challenges of water scarcity in the Mediterranean region but also focuses on



sharing best practices and finding effective solutions to build inclusive societies for a sustainable future in the Euro-Mediterranean region and MENA. The Forum brings together the public and private sectors, leaders in environmental sustainability, social entrepreneurs and media to create a socially responsible community, aware of the value of resources and their socio-economic implications. Learn more about the **#AMWAJForum**:
<https://amwajforum.com/>

C. MEDIA PARTNERS + MELTWATER

REVOLVE relies on the algorithm tracking developed by Meltwater to see when/where #AMWAJForum and #AMWAJ2018 has been mentioned in print and digital media outlets, as well as on Twitter. REVOLVE will provide a full impact reporting following the forum.

Please suggest topics and thought leaders to be interviewed in the lead-up to #AMWAJForum to add content to the series of promising practices that REVOLVE will post and promote online.

