

# VEF 2021 - Communications Strategy

*What do we want people to think of when talking about the VEF?*

VEF BRANDING	STRATEGIC POSITIONING	BRAND VALUES	MESSAGING
	<p>The premiere global conference that focuses specifically on sustainable energy in the context of economic development</p> <p>Network comprising international organizations, government agencies, NGOs, the private sector and academia</p> <p>Result-oriented</p>	<ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Technological Innovation</li> <li>• Gender Equality</li> <li>• Diversity &amp; Inclusion</li> <li>• Youth Empowerment</li> <li>• Cross-cutting</li> </ul>	<p><b>Where action meets ambition</b></p> <p>Key words: energy transition, end-use sectors, climate goals, recovery</p>

*What do we want to achieve with our communications efforts?*

GOALS	INCREASE ATTENDANCE	INCREASE ENGAGEMENT	EXPAND AUDIENCE	ENHANCE BRANDING	RAISE AWARENESS
					VEF Presence Green Practices

*Who do we want to target?*

TARGET AUDIENCE	ACADEMIA	PRIVATE SECTOR	PUBLIC SECTOR	INTERNATIONAL SECTOR	WOMEN-LED ORGANIZATIONS	YOUTH
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*Which platforms will we use?*

MEDIUM	SOCIAL MEDIA	DIGITAL MEDIA	TRADITIONAL MEDIA	PARTNERSHIPS	ACTIVATIONS
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Which specific tools will we use?

CHANNEL	Facebook Twitter Linkedin YouTube	Website Blog Newsletter	Partner Marketing Press UN Material	Public/Private Organizations Influencers	Day of Conference
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What type of material do we want to disseminate?

CONTENT TYPE	<ul style="list-style-type: none"> <li>• VEF 2021 + Youth Day Announcement</li> <li>• Registration <ul style="list-style-type: none"> <li>◦ Teasers</li> </ul> </li> <li>• Setting the Scene on the Energy Transition <ul style="list-style-type: none"> <li>◦ Informative material</li> <li>◦ "Why is it important?"</li> <li>◦ "What can you do?"</li> </ul> </li> <li>• Speaker/Partners Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Session/Roundtable Infographics</li> <li>• VEF Series Outcomes: <ul style="list-style-type: none"> <li>◦ "Did you know..?"</li> <li>◦ Informative videos/GIFs</li> </ul> </li> <li>• Youth/Gender CTA</li> <li>• Call for Posters &amp; Contest <ul style="list-style-type: none"> <li>◦ Registration and Criteria</li> <li>◦ Top Finalists</li> </ul> </li> <li>• Blog Posts</li> </ul>	<ul style="list-style-type: none"> <li>• Cross-channel promotion</li> <li>• Reports</li> <li>• Press Conference</li> <li>• Press Release</li> </ul>	<ul style="list-style-type: none"> <li>• Poster Contest</li> <li>• Youth Contest</li> <li>• VEF Champion</li> <li>• Youth Advocate</li> <li>• Youth/Gender Campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Youth Day Interactions</li> <li>• Youth Contest Results</li> <li>• R&amp;D Award</li> <li>• Booths and Exhibitions</li> <li>• Virtual Giveaways</li> </ul>
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How will we measure our impact?

METRICS	<ul style="list-style-type: none"> <li>• Social engagement: how many likes, shares, comments</li> <li>• Social Reach: number of followers or subscribers</li> <li>• Number of livestream viewers</li> <li>• Number of content downloads</li> </ul>	<ul style="list-style-type: none"> <li>• Conversion: number of registrations</li> <li>• Number of website visits</li> <li>• Expressions of Interest</li> </ul>	<ul style="list-style-type: none"> <li>• Active coverage (# &amp; types of publications)</li> <li>• Potential reach (sum of viewership where coverage featured)</li> <li>• Geographical presence: volume of coverage based on location</li> </ul>	<ul style="list-style-type: none"> <li>• Number of contestants</li> <li>• Diversity of participants</li> <li>• Number of social media mentions from participants</li> <li>• Number of brand mentions in influencer marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Number of attendees</li> <li>• Level of engagement in each Session</li> <li>• Number of and Interest in Booths/Exhibitions</li> <li>• No. giveaways downloads</li> </ul>
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# PROGRESS TO DATE

Based on pre-VEF Series Plan



## Phase 1 Series Build-up

- Social Media Accounts Launch
- UNIDO Project Spotlights
- Blog Posts
- VEF Series Announcement

## Phase 2 VEF Series

- VEF Series Sessions
- Expert Spotlight
- Outcome material: reports, recommendations, recordings, etc.

## Phase 3 Defined VEF Theme and Dates

- Announcement
- Exploring VEF 2021 theme
- Registration promotion
- Sessions/Roundtables
- CTA Reboot

## Phase 4 Pre- VEF Launch

- Speaker/Partner Spotlight
- Booth/Exhibition Promotion
- Call for Proposals
- Contests
- Countdowns



# VEF Branding and Materials

OUR COLOR PALETTE	DIGITAL AND PRINT MATERIALS
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HEX CODE  
#97B551

CMYK:  
39 6 85 5

RGB:  
151 181 81



HEX CODE  
#76BEFF

CMYK:  
43 17 0 0

RGB:  
118 190 255



HEX CODE  
#577280

CMYK:  
73 40 31 9

RGB:  
87 114 128



HEX CODE  
#F2BA44

CMYK:  
2 24 84 2

RGB:  
242 186 68



HEX CODE  
#1F5162

CMYK:  
88 43 29 33

RGB:  
31 81 98