

VEF 2021 - Communications Strategy

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

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

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

Which platforms will we use?

MEDIUM	SOCIAL MEDIA	DIGITAL MEDIA	TRADITIONAL MEDIA	PARTNERSHIPS	ACTIVATIONS

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

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

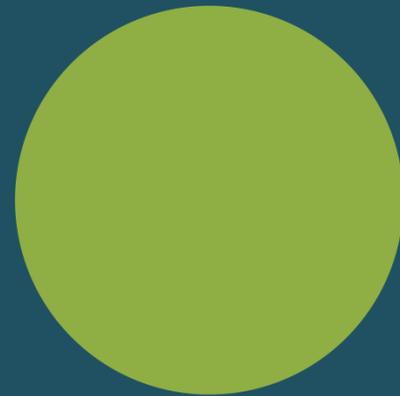
Phase 4 Pre- VEF Launch

- Speaker/Partner Spotlight
 - Booth/Exhibition Promotion
 - Call for Proposals
 - Contests
 - Countdowns
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VEF Branding and Materials

OUR COLOR PALETTE

DIGITAL AND PRINT MATERIALS



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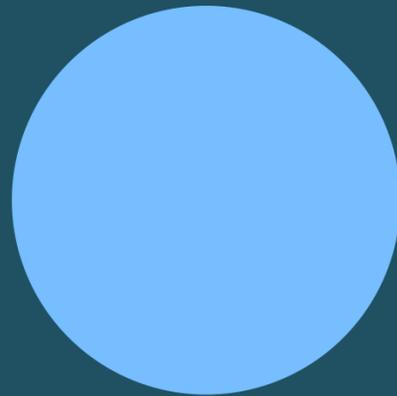
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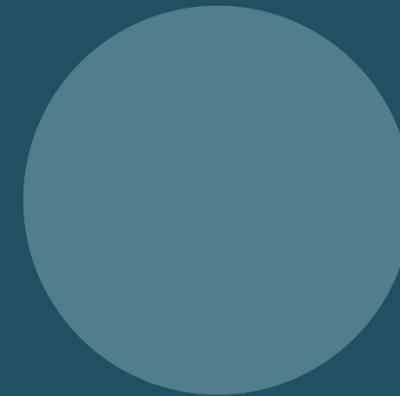
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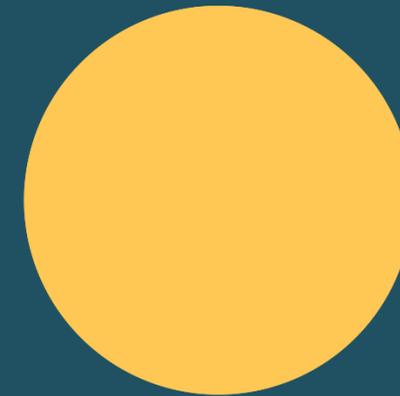
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