

Presenter Media Kit

We are excited that you will be joining us for the IWA World Water Congress & Exhibition 2016 in Brisbane this October. In the lead up to and during the congress we encourage you to help promote the congress and your involvement by taking advantage of the attached marketing tools and suggested activities.

Within this kit you will find Information and activities to help you promote the congress in this last month, or to promote your participation in the conference.

To promote your session or presentation at the conference find below:

- Conference email template

- Social Media Tools

- Press Release template

- Write a blog for IWA-network

Thank you in advance for helping us make this year's IWA World Water Congress & Exhibition a success!

Check the Congress Download page for images:

<http://www.worldwatercongress.org/downloads/>

Thank you, The IWA team!

Conference email template

Share your participation in the Conference

Dear **[Colleagues or Insert Name]**,

I am pleased to share with you information on the IWA World Water Congress & Exhibition 2016 hosted by the International Water Association, in Brisbane 9-14 October 2016.

The event comprises of seven days of activities with one day dedicated to pre-congress training, four days to conference-style sessions addressing specific themes, and one of technical tours. **[Insert co-presenter names]** and I are **[trainers/presenters]** at a session entitled, **[Insert session title]**. This **[training/session]** focuses on **[insert short description of presentation/training]**.

The Conference features over 1086 presentations across five thematic focus areas, along with networking opportunities, an extensive trade exhibition and Keynote addresses delivered by Gunter Pauli, John Thwaites, Barbara Frost, Eva Abal, Ben Schouten and Joan Rose.

To find out more about the conference and to register, visit the #iwa2016Brisbane Congress website: www.worldwatercongress.org.

I hope to see you there!

Kind regards,

[Your name and information]

IWA World Water Congress & Exhibition

09-14 OCTOBER 2016, BRISBANE, QUEENSLAND, AUSTRALIA



Social Media Tools

Share information on the conference and your involvement by following our social networks, posting a note about your session on our pages, and sharing content about the Congress!



IWA: <https://www.facebook.com/InternationalWaterAssociation>



IWA: <https://twitter.com/IWAHQ>

Conference hashtag: **#iwa2016Brisbane**



IWA: <https://www.linkedin.com/groups/1306057/profile>

(or search "International Water Association IWA" in groups)

Here are some example social media posts to help get you started:

Twitter

- Shaping our water future with the leading water professionals worldwatercongress.org #iwa2016Brisbane @iwahq
- Are you a climate leader? Join the Water Scarcity and Drought Summit worldwatercongress.org #iwa2016Brisbane @iwahq #droughtaction
- Join me at the world top water professionals in Brisbane, Queensland, Australia worldwatercongress.org #iwa2016Brisbane @iwahq #waterwise

Facebook/LinkedIn A unique programme tailored for the top water professionals around water scarcity and how together we can shape our water future. worldwatercongress.org #iwa2016Brisbane Join us!



Press Release

FOR IMMEDIATE RELEASE

CONTACT: [INSERT NAME], [INSERT PHONE NUMBER]

[Insert Your Name] to present a [Session/Training] at the IWA World Water Congress & Exhibition 2016.

[INSERT DATE], [INSERT CITY], The [IWA World Water Congress & Exhibition 2016](#) is the global event for water professionals covering the full water cycle. It draws over 5,500 of the top water, environment and related professionals from more than 100 countries. Focusing on science, technological innovation and solutions, the IWA World Water Congress & Exhibition has a track record of fostering new collaborations and partnerships. It offers new insights into the major transformation in water management that is underway.

[Insert your name], [insert your title], at [insert your company] will be presenting [a congress session/ forum] at the congress titled [insert your conference/forum session title] on [insert date of your sessions]. This [training/session/forum] focuses on [insert short description of presentation/training/forum].

“The IWA World Water Congress & Exhibition is a great opportunity to expand your network and join and contribute to the international Water dialogue,” said [insert your last name]. Connecting people from across water and environment fields the [IWA World Water Congress & Exhibition 2016](#) showcases successful examples of delivering clean water to growing populations, cleaning up polluted river systems at scale, industrial water management, public – private partnerships for service delivery, new policies and regulations in emerging economies, and benchmarking of water and waste water service providers.

The Congress & Exhibition programme will feature keynote speakers from within the water sector and beyond; 5 exclusive leadership forums; approximately 400 presentations in 90 sessions, 500 poster presentations and 45 workshop sessions – over 200 hours of high quality policy, practice, science and technical content in 4 days.

The International Water Association is a unique, global knowledge hub for water professionals and anyone concerned about the future of water. It has sixty-year heritage connecting water professionals worldwide to find solutions to the world’s water challenges as part of a broader sustainability agenda. As a non-profit organisation with members in more than 130 countries, the IWA further fosters technological innovation and drives best practice through international frameworks and standards.

Write a blog for IWA-network

The IWA is looking for opportunities to promote the congress and the wonderful presentations, posters and training each of you are giving this year.

We are inviting all presenters, trainers and panellists to write a short article/blog about your session. It should be different from the abstract you submitted in that it should entice people to attend your session, while being informative enough to stand on its own – it should also not be an obvious advertisement. Your article may cover something topical on the issue of your presentation and give the reader a takeaway from it.

This is intended to be an interactive and easy way to raise awareness of your work and promote your participation in The IWA World Water Congress & Exhibition. If you are not sure about how the article may look, please have a look at the International Water Association website blog: <http://www.iwa-network.org/blog/>. Links to the www.worldwatercongress.org, your bio and session information will be included at the end of the article. If you have any questions, feel free to reach out to Rui.Veras@iwahq.org.

Please send by **9 September 2016**:

- your article
- a small profile photo of yourself
- a 100 word bio
- the title and date of your session
- a photo that illustrates the topic you wrote about

Style and format

The blog is all about personal perspectives that, by shining a light on complex issues, make the work of the IWA more understandable; it acts to put a human face to the organization and the issues. The blog increases the amount of regular, good quality, original material that can be promoted through other channels, particularly social media.

- Posts should be up to 500-700 words, written in the first person by a single author.
- The tone should be professional but conversational, anecdotal and candid.
- The content should be issues and ideas led, not read like publicity material or advertising.
- Include video, infographics and other multimedia.