

ITS European Congress 2019

COMMUNICATION TOOLKIT



Introduction

This communication toolkit has been created to help you reach out, get involved and continue the conversation online before, during and after the Congress. Our team will be present on multiple key platforms including Twitter, LinkedIn, Facebook, Flickr and YouTube to ensure the greatest visibility and amplify the reach of the discussions. By using the hashtag and joining our groups, you can also enjoy extended visibility through the ITS Congress communication channels.

The event will be using the hashtag **#ITSNL2019** on all social media outlets to allow attendees and fans to follow, join and stay engaged in the conversation. By clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all of the posts using **#ITSNL2019** on the specific social media network you are using – showing the volume of discussions, updates and all of the great conversations and events happening around you. Feel free to follow this hashtag and share the posts that carry it.

Join the conversation with #ITSNL2019

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LinkedIn

LinkedIn is the ultimate professional networking platform and will allow attendees to keep in digital contact with the connections they make throughout the week of the European Congress. Groups allow like-minded or similarly-interested people to gather and have discussions surrounding a variety of topics, making them a perfect fit for events like the ITS European Congress.

Join our ITS Congresses group on LinkedIn to join the discussion! Feel free to add pictures from our Flickr account or our promotional video to your post to enhance visibility. **How does it work?**

1



Start a discussion in the ITS Congresses group

Example for speakers:

I have been selected to speak at the 13th ITS European Congress from 3-6 June in Eindhoven, Netherlands. My topic is [insert title, or short description]. I hope to see you there! #ITSNL2019. Be sure to include a link to www.2019.itsineurope.com

Example for exhibitors:

We are excited to be exhibiting at the 13th ITS European Congress from 3-6 June in Eindhoven, Netherlands [Company name] will be [insert a compelling message about your products]. We hope to see you there! #ITSNL2019. Be sure to include a link to www.2019.itsineurope.com

These messages can also be posted to your personal profile to share the message with your contacts.

2

Post a note on your profile

Type a short message in the activity box near your photo. Select option to share via 1) Public and Twitter; 2) Public; 3) Connections. Be sure to include a link to www.2019.itsineurope.com

Example for speakers:

I will be presenting [insert title/topic] at the 13th ITS European Congress from 3-6 June in Eindhoven, Netherlands. Attend the event/session if you are interested in [insert a compelling message from our presentation]. You can learn more about the Congress at www.2019.itsineurope.com

Example for exhibitors:

[Company name] will be exhibiting at the 13th ITS European Congress from 3-6 June in Eindhoven, Netherlands. You might consider attending if you are interested in [insert a compelling message about your products]. You can learn more about the Congress at www.2019.itsineurope.com

3

Query interest or ask for input in the other related LinkedIn groups

During the 13th ITS European Congress, [Company name] will be exhibiting [insert a compelling message about your products]. Let me know of your interest in this area using the comments section below. www.2019.itsineurope.com

Interesting Groups to post in:

Intelligent Transport Systems, Brainport Eindhoven, ERTICO

4



Share these posts to your LinkedIn network

Simply click on the links below and share them from LinkedIn

Post 1: <https://www.linkedin.com/feed/update/urn:li:activity:6498465219545694208>

Post 2: www.linkedin.com/feed/update/urn:li:activity:6500656320352382976



Twitter

Twitter is the quickest way to share and receive quick and informative updates happening around you in real-time at the ITS European Congress.

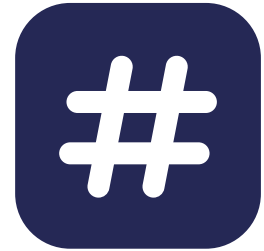
Interact with the organisers and hosts

ITS Congresses: @ITS_Congresses

ITS Netherlands Connekt: @ConnektNL

ERTICO-ITS Europe: @ERTICO

European Commission DG for Mobility & Transport: @Transport_EU



Examples of tweets for speakers:

- 1 I will be speaking at The ITS European Congress in June 2019! [@ITS_Congresses](#) [#ITSNL2019](#)
- 2 Attend my session [SISXX insert session number] at the ITS European Congress in Eindhoven to find out more about [insert topic]. [#ITSNL2019](#) [@ITS_Congresses](#)
- 3 Planning is well underway for my [#ITSNL2019](#) session [SISXX insert session number] – join us to learn more about [insert topic]. [#TalkingITS](#) [@ITS_Congresses](#)

#ITSNL2019
#TalkingITS



Examples of tweets for exhibitors:

- 1 [Company name] will be exhibiting at the ITS European Congress in June 2019. Register now and visit us! [#realITS](#) [@ITS_Congresses](#) <https://2019.itsineurope.com/>
- 2 Interested in [insert topic/product]? Attend [#ITSNL2019](#) in June and visit us at booth [booth number] [#realITS](#) [@ITS_Congresses](#) <https://2019.itsineurope.com/>



Or simply click on these links and retweet them to your network:

Tweet 1: https://twitter.com/ITS_Congresses/status/1095669402480066561

Tweet 2: https://twitter.com/ITS_Congresses/status/1096071080324800512

Follow us on Twitter [@ITS_Congresses](#)



Facebook

The use of Facebook, the most popular social network service on the internet, is increasing rapidly. Each time that someone posts something on Facebook, such as a thought-provoking article, video, or event; it results in a chain reaction that calls others to mobilize. Individual posts receive traction from 'friends', and the ITS Congresses Facebook group allows members to stay up to date on congress topics and have discussions around the event, congress themes, events, proceedings and features.

Show your network that you are going to the event or share the event details with your network: <https://www.facebook.com/events/290065075001424/>

Join in on the conversation on our Facebook page: <https://www.facebook.com/ITSCongresses/>



Examples of Facebook posts for speakers:

I will be speaking at The ITS European Congress in June 2019! join us to learn more about [insert topic].
<http://bit.ly/2DcJNRF> #ITSNL2019



Examples of Facebook posts for exhibitors (Use banners below)

[Tag: Company name] will be exhibiting at the ITS European Congress in June 2018. Register now and visit us! #ITSNL2019
<http://bit.ly/2DcJNRF>



Or simply click on these links and share them to your network on Facebook:

Post 1: <https://www.facebook.com/events/290065075001424/permalink/293156178025647/>

Post 2: <https://www.facebook.com/events/290065075001424/permalink/293659841308614/>



Use these banners in your post:



YouTube

YouTube is the second largest search engine with more than 100 hours of video uploaded every minute of every day. The ITS Congress YouTube channel will be the best social media outlet for watching relevant video content prior to and during the European Congress. The ITS European Congress YouTube channel will showcase video content that will include messages from our sponsors and supporters, daily highlight videos and post-show videos.

If you would like us to help you spread the word about your exhibition stand or speaking slot, please don't hesitate to share your videos on our social media pages and groups.



www.youtube.com/watch?time_continue=2&v=gF-HGv_PwM4



Flickr

Flickr is a photo hosting website that makes it easy to access, organise and share via acsequential photo stream. Partners, visitors and press can visit the Flickr channel to view photos of the event. Look through these photos to see highlights from each day of the European Congress during and after the event. There are also various pictures of the Brainport Region available on our Flickr account for use in your articles about the 2019 ITS European Congress.

<https://www.flickr.com/photos/101193345@N02>



Email

Subject: ITS European Congress 2019

Welcome to Europe's hub for innovation and smart mobility

Dear...

The ITS European Congress will take place in the Brainport region of Eindhoven-Helmond from 3-6 June 2019 under the theme: "Fulfilling ITS Promises". Policy-makers and experts will gather in the Dutch region to discuss the latest intelligent transport and smart cities solutions and see how smart mobility services are integrated in to society.

Don't miss out on this unique opportunity to connect with ITS experts, seek out potential new technological or business partners, share your insights and help shape the discussion on how to leverage innovative transport and mobility solutions to improve the quality of life in our cities.

The ITS European Congress programme has something for everybody – with sessions on topics exploring new mobility service modes, transport efficiency, digital infrastructure and environmental impacts. At the Congress you will have the opportunity to hear from policy-makers from the European Commission and leading industry experts such as Dynniq and Here Technologies. Another exciting event of the Congress will be the Your Future Festival where top students, young professionals and companies can connect and share inspiration, research and experience to make valuable connections for the future.

Along with joining the discussion on the latest developments and future trends in intelligent transport, you will also be able to attend a cutting-edge exhibition with more than 120 exhibitors, including several start-ups presenting their latest innovative transport and smart city solutions.

Delegates and visitors will have the opportunity to experience exciting current and future mobility options and learn about pioneering ventures at the Demonstrations area.

If you are interested in the future of mobility, then the ITS European Congress is an unmissable opportunity to join important discussions, share your knowledge and learn about the latest technologies and policy developments in Europe.

Best regards,

[Insert your name]

- 1 Designed HTML email signature**
- 2 Alternatively you can copy and paste the text above and send it to your network**





Promotional Slides

- 1 Promotional Slides**
Use these promotional slides to promote the ITS European Congress at your next event or meeting: <https://2019.itsineurope.com/wp-content/uploads/2019/01/Brainport-Eindhoven-Promotional-Slides.pdf>
- 2 Or share directly from Slideshare**
<https://www.slideshare.net/DanielleMcDonald16/its-european-congress-promotional-slides>

ITS European Congress 2019 Text for Promotion

13th ITS European Congress
3-6 June 2019
Brainport Eindhoven, the Netherlands
www.2019.itsineurope.com

With its theme “Fulfilling ITS promises”, the 13th ITS Europe Congress is all about impactful, innovative technologies that make our life and mobility more enjoyable, safer and cleaner. The ITS congress takes place in Eindhoven and Helmond from 3-6 June 2019 and is organized by ERTICO – ITS Europe, the European Commission and local host, Brainport Eindhoven. It will showcase the latest ITS technologies adopted by the Brainport region and by the Netherlands as whole. A variety of Dutch public and private parties have joined forces in showing visitors what they mean by ‘Smart Mobility, Dutch Reality’.

Brainport Eindhoven is part of Europe’s technological backbone and enjoys global recognition as a centre for innovation and automotive solutions. This, combined with ERTICO’s mission and work on promoting and developing smart mobility services, promises an excellent programme and innovative live demos showcased on the roads between the Evoluon congress centre in Eindhoven and the Automotive Campus in Helmond as well as in the surrounding area of Amsterdam and Rotterdam.

The ITS European Congress will host various sessions with top mobility experts speaking about key topics in the traffic and transport industry today. It presents a unique and strategic opportunity for all mobility stakeholders to come together, exchange knowledge and join forces in making smart mobility a reality worldwide.

Get involved in the ITS Congress now! Follow the event on Twitter (@ITS_Congresses and @ERTICO) using #ITSNL2019





Add to your blog / news section of your own website



Examples for speakers:

I have been selected to speak at the at the 13th ITS European Congress from 3-6 June in Eindhoven, Netherlands.
www.2019.itsineurope.com
 My topic is [insert title, or shorter description].

The ITS European Congress programme has something for everybody – with sessions on topics exploring new mobility service modes, transport efficiency, digital infrastructure and environmental impacts.

I hope to see you there! #ITSNL2019

Be sure to include a link to www.2019.itsineurope.com



Examples for exhibitors:

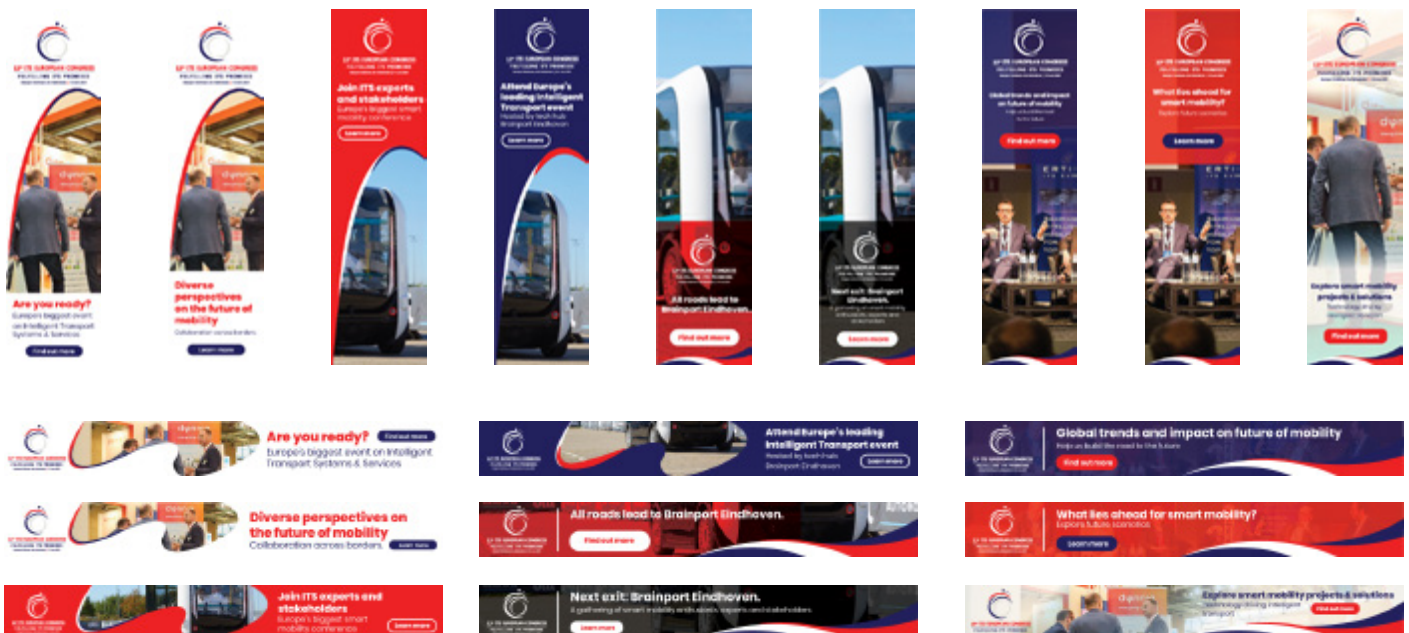
We are excited to be exhibiting at the 13th ITS European Congress from 3-6 June in Eindhoven, Netherlands www.2019.itsineurope.com. Along with joining the discussion on the latest developments and future trends in intelligent transport, [Insert Company Name] will also be present at the cutting-edge exhibition with more than 120 exhibitors, including several start-ups presenting their latest innovative transport and smart city solutions.

[Company name] will be [insert a compelling message about your products].

We hope to see you there! #ITSNL2019

Be sure to include a link to www.2019.itsineurope.com

Use these banners for your Website or News Section / Blog



For further information please contact:

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2019.itsineurope.com **#ITSNL2019** **#TalkingITS**