



## **Media Kit**

# 2021 UGC Annual Conference Media Kit

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## 1. Communications Timeline

### *Key dates for 2021 UGC Annual Conference*

- Call for Proposals Open: 18 May 2021
- Call for Proposals Close: 2 July 2021
- Sessions' Notification of Acceptance: by 6 August 2021
- Sessions' promotion by UGC and partners: 6 August - 28 September 2021

## *Promoting your session*

Registration for the Conference will open mid-August 2021. Registered participants will be able to access the online sessions through a link provided upon registration. Sessions will be recorded and shared approximately a week after the conference on [the UGC website](#).

**The sessions will run on 27 and 28 September 2021 on the HopIn platform.**

**September 27: 7 pm-10 pm EDT**

**September 28: 9am-1pm EDT**

The UGC Annual Conference is open to the public and is free of charge.

Our target audience includes higher education faculty, staff, students, and partners from the UGC community and beyond, from broad geographical areas. We encourage interested participants to either submit a session to the [Call for Proposals](#) (closing 2 July) and/or to attend the conference.

By mid-August, key session information will be collected (title, context etc.), for the UGC Communications team to produce session-specific posts and kick-off promotion.

In the “[Suggested Content](#)” section below you can find suggested posts with images to communicate for your own session.

You can create your own content, using the following **Branding Guidelines**:

- The UGC logo has to be included in all posts related to the event and should be displayed in a visible manner.
- The logo can be used either by itself or with other logos. If it is used with other logos, it should be the same size or larger.
- The logo should not be cropped.
- For dark backgrounds, use the logo with the white text, for light backgrounds, use the logo with red text.
- The text on the image should be sans serif.

[Link to full color UGC logo.](#)

[Link to white UGC logo.](#)

[UN SDGs logos – graphic guidelines](#)

## *Post-Event communications*

The event on 27 and 28 September will be recorded, including videos for each session. Session partners will be able to produce videos of their own speakers if they wish by requesting the recordings from [universityglobalcoalition@gmail.com](mailto:universityglobalcoalition@gmail.com).

## **2. Social Media Links**

Follow the organiser on social media to not miss any updates!

### *UGC Social Media*

#### **University Global Coalition (UGC)**

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- LinkedIn: <https://www.linkedin.com/company/university-global-coalition>
- Twitter: @UniGlobalCo

## **3. What to do on your social media**

- Tag us when posting or tweeting about your organization's involvement in the UGC Annual Conference. You can find suggested posts below. Feel free to modify them to highlight your organization's activities during the sessions!
- Invite your network and encourage them to share the 2021 UGC Annual Conference with their networks through:
  1. Web page for the Conference:  
<https://universityglobalcoalition.org/annual-gathering/>
  2. Event on LinkedIn:  
<https://www.linkedin.com/events/universityglobalcoalitionannual6813472353784348672/about/>
  3. Reposts/Retweets from the UGC social media (info above)
  4. Share the tagged content #UGCCConf2021

## **4. Hashtags and tags to accompany your posts/tweets**

- Our hashtag for the 2021 edition of the UGC Conference: **#UGCCConf2021**
- Other relevant hashtags:  
#SDGS, #SDGAction, #highered, #unis4SDGs, #youthleadership, #equity, #COP26, #UNFoodSystemsSummit2021 #sustainabledevelopmentgoals

## 5. Official Communications and News Release

- **UGC Conference Website:** <https://universityglobalcoalition.org/annual-gathering/>
- **UNITAR News Release:** <https://unitar.org/about/news-stories/news/unitar-supports-university-global-coalition-hosting-its-second-annual-conference>

## 6. Suggested Content

*We don't define a publication schedule for our partners. They are able to publicly promote their organisation's session before it is promoted by the UGC social media. The suggested content can be published at any date and can be adapted to fit the specific sessions of the partners.*

### **\*SAVE THE DATE!\***



The poster features a blue background with a diagonal split into pink and orange. In the top right corner is the 'ocods' logo. The main text reads 'Save the date' in large white font, followed by 'University Global Coalition Annual Gathering' in bold white font. Below this, the dates and times are listed: 'September 27 7:00 pm - 11:00 pm EDT' and 'September 28 9:00 am - 1:00 pm EDT'. A circular graphic in the bottom right shows a microphone and a chair. The University Global Coalition logo is in the bottom left. At the bottom, the website URL 'https://universityglobalcoalition.org/annual-gathering/' is provided, along with social media icons for Facebook, Twitter, and LinkedIn.

**Save the date**

**University Global Coalition  
Annual Gathering**

**September 27** 7:00 pm - 11:00 pm EDT  
**September 28** 9:00 am - 1:00 pm EDT

**ocods**

**UNIVERSITY  
GLOBAL  
COALITION**

<https://universityglobalcoalition.org/annual-gathering/>



**SAVE THE DATE! The 2nd UGC Annual Conference is coming up soon on 27 and 28 September 2021!** This year, the focus is on empowering individuals and universities to act upon the SDGs and connect to others in the field, with a focus on increasing accessibility, rebuilding a more just and equitable world, and growing future generations of leaders.

**Registration opens soon!**

Stay tuned: <https://universityglobalcoalition.org/annual-gathering>

#UGCCConf2021, #SDGAction, #highered, #unis4SDGs, #youthleadership, #equity, #COP26, #UNFoodSystemsSummit2021 #sustainabledevelopmentgoals

## **\*CALL FOR PROPOSALS NOW OPEN\***



[The Call for Proposals](#) for the University Global Coalition's annual conference (27 and 28 September) is open until 2 July 2021.

Share your inspiring work with a global audience at this fall's University Global Coalition annual conference. View the [Call for Proposals](#) to learn more!

## \* REGISTRATION OPEN\*



### Sample post:

“Register now for the *\*online\** UGC Annual Conference taking place on 27 September (7 pm - 10 pm ET) and 28 September (9 am - 1 pm ET). The Conference will facilitate global participation for this year’s theme “Building Connections and Action for the SDGs.”

Register here and learn more: <https://universityglobalcoalition.org/annual-gathering>

#UGCCConf2021, #SDGAction, #highered, #unis4SDGs, #youthleadership, #equity, #COP26, #UNFoodSystemsSummit #sustainabledevelopmentgoals

Direction registration link for participants: <https://hopin.com/events/ugc-2021> (can be reached through UGC site)

## \*YOUR UGC CONFERENCE SESSION\*

### Suggested Posts:

We are looking forward to presenting *session name* during the #UGCCConf2021 on **27/28** September 2021! In this session, we will explore *information on the session's content.*

Join our UGC Conference session on **27/28 September time ET**

Register here! <https://universityglobalcoalition.org/annual-gathering> (note registration going live mid-August)

#UGCCConf2021, #SDGAction, #highered, #unis4SDGs, #youthleadership, #equity, #COP26,  
#UNFoodSystemsSummit #sustainabledevelopmentgoals



You can also create an image with your picture as an official presenter using this link:

[https://www.canva.com/design/DAEiB1aVP1k/share/preview?token=TipgUGRxZL5Kq7WR2i7xNw&role=EDITOR&utm\\_content=DAEiB1aVP1k&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=sharebutton](https://www.canva.com/design/DAEiB1aVP1k/share/preview?token=TipgUGRxZL5Kq7WR2i7xNw&role=EDITOR&utm_content=DAEiB1aVP1k&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)