COMMUNICATIONS PLAN

Prepared for partner communications teams to help promote your engagement in the programme before, during and after “Uniting Business LIVE”

WHAT: On the occasion of Uniting Business LIVE on the sidelines of the 75th session of the UN General Assembly, we invite corporate marketing and communications teams of participant organizations to join our efforts to publicise our virtual event and your leaders’ participation in the event as speakers and moderators.

WHY: The UN Global Compact has created Uniting Business LIVE to mark and assess our collective progress in advancing the Sustainable Development Goals in parallel with the commemoration of the 75th anniversary of the United Nations and our 20th anniversary.

WHEN: 21 – 23 September 2020
- Private Sector Forum on Monday 21 September
- Global Impact Forum on Tuesday 22 September
- SDG Business Forum on Wednesday 23 September (co-organised by UN Global Compact, the UN Department of Social and Economic Affairs and the International Chamber of Commerce).

WHERE: Online. For registration, list of speakers and the full agenda click here. (reminder: everyone needs to register to join and see the event).

COMMUNICATION OPPORTUNITIES

1. Share or see our Media Advisory
2. Share stories and multimedia links from the UN Global Compact’s Communications Toolkit available here.
3. Share our press releases on your digital platforms. We plan to issue a number of press releases over the coming days.
4. Media outreach. Bespoke media outreach will be undertaken by us with the major tier one global outlets such as the Financial Times, Wall Street Journal, Forbes, the Economist, CNN International, BBC World, Bloomberg and CNBC. However, we would strongly encourage companies to undertake their own media outreach with their own national and regional media for the strongest chance of coverage. Please reference your participation in Uniting Business LIVE and the UN Global Compact.
5. Media Accreditation: Journalists are invited to cover the event at no cost. Kindly support media registration and encourage journalists to cover the event. For them to learn about the full programme and register to attend as well as receive our media advisories and press releases please share this link: https://registration.unglobalcompact.org/website/15648/media-centre/
SOCIAL MEDIA STRATEGY

**PRE-EVENT:**
- Social media toolkit (tweet your participation)
- Uniting Business LIVE Trello board
- Attendee Click-to-tweet
- Email signature
- Speaker Click-to-tweet for each event
- 16 Session Cards for the Private Sector Forum, Global Impact Forum and SDG Business Forum
- See and share out Speaker Cards for the Private Sector Forum, Global Impact Forum and SDG Business Forum
- Please share our 7 Pre-Event Video Promos

**POST-EVENT:**
- Outcomes from the event
  - Press releases will be posted after the event on our News Section.
  - Every session and panel discussion will be posted on our YouTube site at the end of each day or soon after. Feel free to share these recordings with your audiences.
- 30 short video recaps
  - These will be uploaded to our social media channels (Youtube, Twitter, Facebook and LinkedIn) in the weeks following the event using #UnitingBusiness

For further inquiries and questions:

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