



## Social Media Kit

The 23rd ITS World Congress will have a large social media presence that will allow attendees to engage in a more social and mobile experience before, during and after the World Congress. This Social Media Kit is designed to inform and help you amplify discussion and chatter surrounding the ITS World Congress, making social media involvement at the ITS World Congress seamless. Our team will be leveraging several key platforms (Twitter, Facebook and LinkedIn).

By joining the conversation on our multiple social media outlets, attendees will be able to stay up to date on current ITS World Congress activities so they can locate these activities in real-time and get involved. This ensures that our attendees won't miss any of the exciting events taking place during the week of the Congress. In addition, we highly encourage your team to use this Social Media Kit in your social activation plans to integrate, amplify and extend your visibility during the congress.



## Who should use this toolkit?

***Speakers, sponsors, exhibitors and participants who are engaged in social media***

We have created this toolkit to make it easy and seamless for our partners to figure out where these conversations about the ITS World Congress are happening and how to participate.

Social media provides a venue for conversation before, during and after the event.

**BEFORE THE EVENT**  
Generate interest and increase participation

**DURING THE EVENT**  
Live event coverage and interaction

**AFTER THE EVENT**  
Share the event story and stay connected



## #ITSWC16

The event will be using the hashtag #ITSWC16 on all social media outlets to allow attendees and fans to follow, join and stay engaged in the conversation.

Whether you are using Twitter, Facebook or Instagram, by clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all of the posts using #ITSWC16 on the specific social media network you are using - showing the volume of discussion, updates and all of the great conversations and events happening around you.

## Twitter

Twitter is a micro-blogging site and has grown into a live event coverage powerhouse with, on average, 500 million tweets going out each day. Twitter is the quickest way to share and receive quick and informative updates happening around you in real-time at the ITS World Congress.

Even though tweets are only 140 characters, there is still a wide breadth of information flowing in and out of the channel. There have been great advances with the platform over the last year to better incorporate photo and video content, making it some of the most highly shared content on the channel.

### How the ITS World Congress is using Twitter

Leading up to the event, we will share information about sessions and keynotes to attend and amplify content from sponsors, partners and attendees getting ready to head to Melbourne.

During ITS World Congress, Twitter will be used to answer participants' questions, provide live updates and promote sponsors and partners.

The event will be using the hashtag #ITSWC16 to help fans and followers find and join the conversation. Participants can engage with the ITS World Congress by tweeting us at @ITS\_Australia

Clicking on the hashtag from one of the tweets will take you to a list of all of the tweets using it - showing the volume of discussion and all the great conversations happening around you.



### Examples of tweets for speakers

- I will be speaking at #ITSWC16 in October! @ITS\_Australia #ITSWC16
- Attend my #ITSWC16 session [SISXX insert session number] in October in Melbourne to find out more about [insert topic]. #ITSWC16 @ITS\_Australia
- Just planning my #ITSWC16 session [SISXX insert session number] – what do you want to know about [insert topic]? #ITSWC16 @ITS\_Australia

### Examples of tweets for exhibitors

- [Company name] will be exhibiting at #ITSWC16 in October. Register now and visit us! #ITSWC16 @ITS\_Australia
- Interested in [insert topic/product]? Attend #ITSWC16 in October and visit us at booth [booth number] #ITSWC16 @ITS\_Australia

## Facebook

As the world's largest social network, Facebook is the best platform for sharing highly visual content like photos, videos and news articles.

### How the ITS World Congress is using Facebook

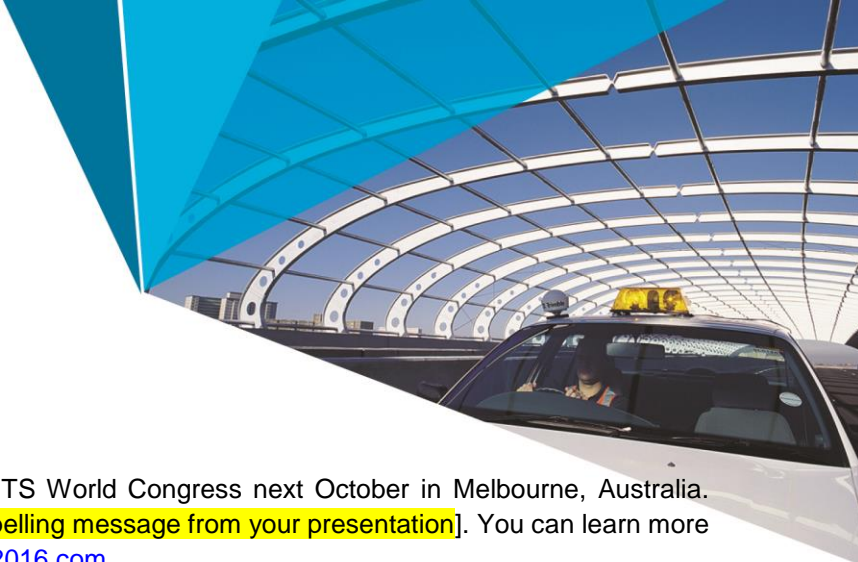
Leading up to the event, we will share important content about the things to see and do while attending the congress in Melbourne, including important photos, videos and news articles on the World Congress. We will highlight important events taking place during the week, so you can be sure you don't miss a thing.

Attendees can get updates on the ITS World Congress highlights by following our Facebook page and join the conversation by tagging our Facebook page and using the hashtag #ITSWC16 in their ITS World Congress related posts.

### Examples of posts for speakers

- I will be speaking on [insert topic] at the 23rd ITS World Congress in October, the world's largest congress and exhibition in intelligent transport systems and services. Find out more at <http://www.itsworldcongress2016.com/>





- I will be presenting [insert title] at the 23rd ITS World Congress next October in Melbourne, Australia. Register if you are interested in [insert a compelling message from your presentation]. You can learn more about the congress at <http://itsworldcongress2016.com>

### Examples of posts for exhibitors

- [Company name] will be presenting [insert topic/product] at the 23rd ITS World Congress, 10-14 October 2016 in Melbourne, Australia.  
The ITS World Congress is the world's largest event in intelligent transport systems and services with 7,000 visitors coming from all over the world with 15,000 sqm exhibition, business sessions, interactive workshops, trade associations meetings, VIP meetings, networking events, social and technical tours and live demonstrations.  
See more at <http://itsworldcongress2016.com>
- We are excited to be exhibiting at the 23rd ITS World Congress, 10-14 October 2016 in Melbourne, Australia. <http://itsworldcongress2016.com> [Company name] will be [insert a compelling message about your products]. We hope to see you there!

## 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 World 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 World Congress.

### How the ITS World Congress is using LinkedIn

Throughout the ITS World Congress, we will be posting high-profile content from each of the keynotes, presentations and demonstrations. Members and industry professionals should use this forum as a means of networking and connecting with people before and after the event as a follow-up for the connections they make on the ground.

Join our [ITS AUSTRALIA](#) group on LinkedIn to join the discussion!

#### How does it work?

1. Post a note on your profile



- a. Type up to 600 characters in the activity box near your photo
- b. Select option to share via 1) Public and Twitter; 2) Public; 3) Connections
- c. Be sure to include a link to <http://itsworldcongress.com>

### Example for SPEAKERS:

I will be presenting [insert title/topic] at the 23rd ITS World Congress next October in Melbourne, Australia. Attend the event/session if you are interested in [insert a compelling message from your presentation]. You can learn more about the congress at <http://itsworldcongress2016.com>

### Example for EXHIBITORS:

[Company name] will be exhibiting at the 23rd ITS World Congress next October in Melbourne, Australia. You might consider attending if you are interested in [insert a compelling message about your products]. You can learn more about the congress at <http://itsworldcongress2016.com>

## 2. Start a discussion in your groups

Example for SPEAKERS:

I have been selected to speak at the 23rd ITS World Congress next October in Melbourne, Australia. <http://itsworldcongress2016.com> My topic is [insert title, or shorter description]. I hope to see you there!

### Example for EXHIBITORS:

We are excited to be exhibiting at the 23rd ITS World Congress next October in Melbourne, Australia. <http://itsworldcongress2016.com> [Company name] will be [insert a compelling message about your products]. We hope to see you there!

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

Example for EXHIBITORS:

During the 23rd ITS World 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. <http://itsworldcongress2016.com>



## Newsletter Content 1

### “ITS—Enhancing Liveable Cities and Communities”, Attend the Melbourne ITS World Congress, October 10 to 14, 2016.

Bringing Melbourne's reputation as the world's most liveable city into the spotlight as we explore the benefits that ITS delivers to critical elements of our daily life, the 23<sup>rd</sup> World Congress on Intelligent Transport Systems 2016 is proudly hosted by ITS Australia on behalf of ITS Asia Pacific, ITS America and ERTICO.

An opportunity for delegates to share knowledge, connect and engage, and participate in discussions and decision making which will shape future transport, mobility and infrastructure in Australia and around the world.

With more than 7,000 delegates from more than 60 countries expected to attend, among them will be Australian and international ITS professionals, government and major city representatives, industry and business leaders, and university and school students.

The Congress will include Plenary and keynote speakers, special interest sessions and more than 300 exhibitors.

To register for the 23 World Congress on ITS in Melbourne, October 10-14, visit [www.itsworldcongress2016.com](http://www.itsworldcongress2016.com)

## Banner for Webpages/Internal emails

**INTELLIGENT TRANSPORT SYSTEMS**  
**23RD ITS WORLD CONGRESS**  
**2016 MELBOURNE**  
[WWW.ITSWORLDCONGRESS2016.COM](http://WWW.ITSWORLDCONGRESS2016.COM)

**10-14  
OCTOBER  
2016**

**REGISTER TODAY!**

**itsaustralia**  
Intelligent Transport Systems

**Meet 7,000+ ITS professionals in Melbourne for the world's leading transport technology event**





10-14 OCTOBER 2016 | MELBOURNE, AUSTRALIA

## Newsletter Content 2

### 23<sup>rd</sup> ITS World Congress 2016

#### Open to Public Days

#### Thursday 13 October & Friday 14 October

The rapidly growing public interest in ITS will see the exhibition opened to the public free of charge for two days. If you register in advance you will gain free entry to the ITS exhibition.

Entry includes admittance to the many school student showcase displays and the Melbourne Conversations on ITS being held in the exhibition hall auditorium. Parents, teachers, fellow students and friends invited to attend.

The ITS exhibition will feature 19,500 sqm of exhibition space, filled with over 300 exhibitors from 60 countries worldwide and will provide the public with an opportunity to see first-hand the latest ITS technology in the fast-paced and exciting industry that is intelligent transport systems.

Refreshments are available for purchase inside the exhibition hall at the ITS Melbourne Café. Ample undercover car parking is available at the Melbourne Convention and Exhibition Centre carpark. The exhibition is also easily accessed via public transport.

**Admittance:** Free entry if registered in advance. Onsite registration is available however a late registration fee will apply. **How to Register:** <http://www.itsworldcongress2016.com/program/open-to-public-days>

INTELLIGENT TRANSPORT SYSTEMS  
23RD ITS WORLD CONGRESS  
2016 MELBOURNE  
WWW.ITSWORLDCONGRESS2016.COM

10-14  
OCTOBER  
2016

Open To Public Days!

REGISTER TO ATTEND TODAY!

Free entry to the Intelligent Transport Systems Exhibition if registered in advance!

c/- MCI Australia  
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Parkville Vic 3052, Australia  
T: +61 3 9320 8631  
F: +61 3 9320 8699  
[info@itsworldcongress2016.com](mailto:info@itsworldcongress2016.com)

ITS—ENHANCING LIVEABLE CITIES AND COMMUNITIES

[www.itsworldcongress2016.com](http://www.itsworldcongress2016.com)





10–14 OCTOBER 2016 | MELBOURNE, AUSTRALIA



## Newsletter Content 3

### ITS TV to feature intelligent transport system innovations

ITS Australia is partnering with international film production company WebsEdge, to bring ITS TV to this year's World Congress in Melbourne. ITS TV will produce a new show each day at the congress with interviews, session highlights and in-depth reports from around the world on innovative technologies and intelligent transport systems.

If you are interested in featuring in ITS TV click [here](#) for more details.

This is the full URL to the details about ITS TV film opportunity: <http://itsworldcongress2016.com/media-releases/websedge-its-tv>

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