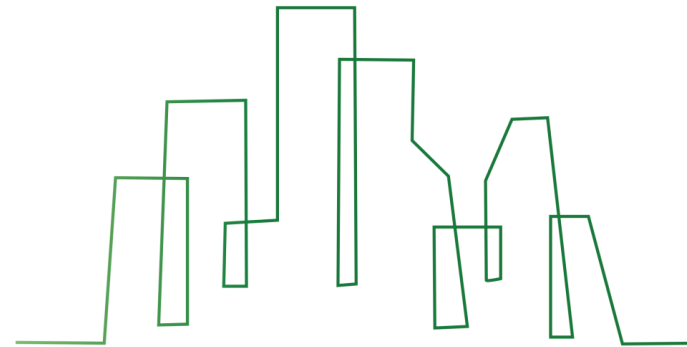


MEDIA KIT

French-ANZ Business Days

10th-13th November 2020



SHAPING ATTRACTIVE CITIES

Life Is On

Schneider
Electric

 **FRENCH AUSTRALIAN
CHAMBER OF COMMERCE**



About the event

From Business Forum to **French-ANZ Business Days**



- Inspired by the Fashion week model, a **newly hybrid format**, designed as a platform aggregating **multi-channel events and activations** in multiple locations across Australasia and France, during one week under one unique theme: **Shaping Attractive Cities**.
- Powered by a virtual event solution



ONLINE



Conferences, Keynote Addresses,
Interviews

HYBRID



C-suite luncheons, booths, meet the
experts, online networking

LIVE



Site visits,
Networking evenings

2020 theme:

Shaping attractive cities

- More than ever before, ANZ's long-term prosperity is linked to the performance of its cities. This trend is not unique to ANZ, many countries around the world are also rapidly urbanising, and taking advantage of socio-economic opportunities that growing cities can bring.
- Bringing together multiple industries (Energy, Infrastructure, Retail, etc)



Shaping attractive cities: draft program



4 Days

90 International
speakers

1,500 Expected
attendees

70
Rendez-vous

20	5	3
Conferences	Keynote Addresses	C-suite luncheons
5	5	5
Interviews	Site visits	Booths
20	2	5
Meet the experts sessions	Online Networking sessions	Physical Networking evenings



Sub-topics



Infrastructure & Industrial Projects

- From city to social economic hub: how infrastructure delivers future growth
- Unlocking the value of smart utilities management in the 21st century
- How the Australian Space Industry could put global cities in orbit?
- Faire des affaires en Australie, c'est possible avec la Team France [FR]
- Reinventing commuting in the post COVID era
- The Opportunities of the Western Sydney Aerotropolis
- Power to the Satellite cities: joining the dots with a robust Energy Grid
- Hub Precinct strategy: How to repurpose public spaces and services?
- How the submarine contract transformed our cities in Australia?
- How can transport be sustainable?
- The disability Inclusive City: What would a truly disabled-accessible City look like?
- Circular economy: The next revolution for sustainable cities and communities
- How can transport be sustainable?
- Our cities and the great decarbonisation challenge
- Why tomorrow's smart city must be green and inspired by nature



Retail & Hospitality

- Retail: the true lifeblood of vibrant cities?
- The retail road to recovery: when omnichannel and supply chains converge
- Destination Marketing: Re-enchanting the city travel experience
- Future of restaurants in a post COVID society
- Future of advertising in our cities



Health, Education, Jobs & diversity

- Designing more inclusive and diverse cities for a modern citizenship
- Workplace and remote work: what future for our CBDs?



Culture & Entertainment

- Art and Culture, the unspoken success factors for livable cities
- Are cities ready for international events?



Communication

Communication matrix

Our recommendation

	4 weeks before the event	3 weeks before the event	2 weeks before event	1 weeks before event	D-Day	Post event
I am a Sponsor	Announce your participation on LinkedIn "We are proud to be sponsor...."	Announce of the speakers, the theme and the link with your activity (white paper, business case, video...)	Present your conference and the link with your activity (white + paper, business case, video...)	Last chance to register Don't forget to visit our booth	Invite people "Today is the day, join me at ..am/pm on the conference..."	Share replay video
I am a Speaker		Announce your participation, the theme and the link with your activity (white paper, business case, video...)		Share about your conference		Share replay video
I am a Moderator		Announce your participation and the theme, and the link with your activity (white paper, business case, video...)		Share about your conference and the panellists		Share replay video
I am the company of a Speaker or a Moderator		Announce the participation of your company + How it's part of your business map (white paper, business case, video...)		Share the conference of your employee + add Last chance to register		Share replay video

Don't forget to tag FACCI and all the panellists



@FACCI - French-Australian Chamber of Commerce & Industry




@FACCI_Australia

See post examples and hashtag ideas on the following slide →



Communicate about your participation

Announce your participation

 FACCI Community Manager ▾ Anyone ▾

I am very happy to announce my participation as a speaker on the French-ANZ Business Days!

Organised by the FACCI - French-Australian Chamber of Commerce & Industry, this 4-day event will be about the timely and exciting topic: "Shaping Attractive Cities".


Register for free: <https://bit.ly/33f7mrp>

#event #business #innovation #conference
#citiesofthefuture #inclusivecities #infrastructureprojects
#facci

French-ANZ Business Days
November 2020



SHAPING ATTRACTIVE CITIES

Life Is On | **Schneider** Electric |  FRENCH-AUSTRALIAN CHAMBER OF COMMERCE

Shaping Attractive Cities | French-Australian Business Days
faccibusinessforum.com.au • 1 min read

Add hashtag #summit #australia #networking #commer >

+ 📷 📺 📄 **Post**

<https://www.faccibusinessforum.com.au/>

I am very happy to announce my participation as a speaker on the French-ANZ Business Days!

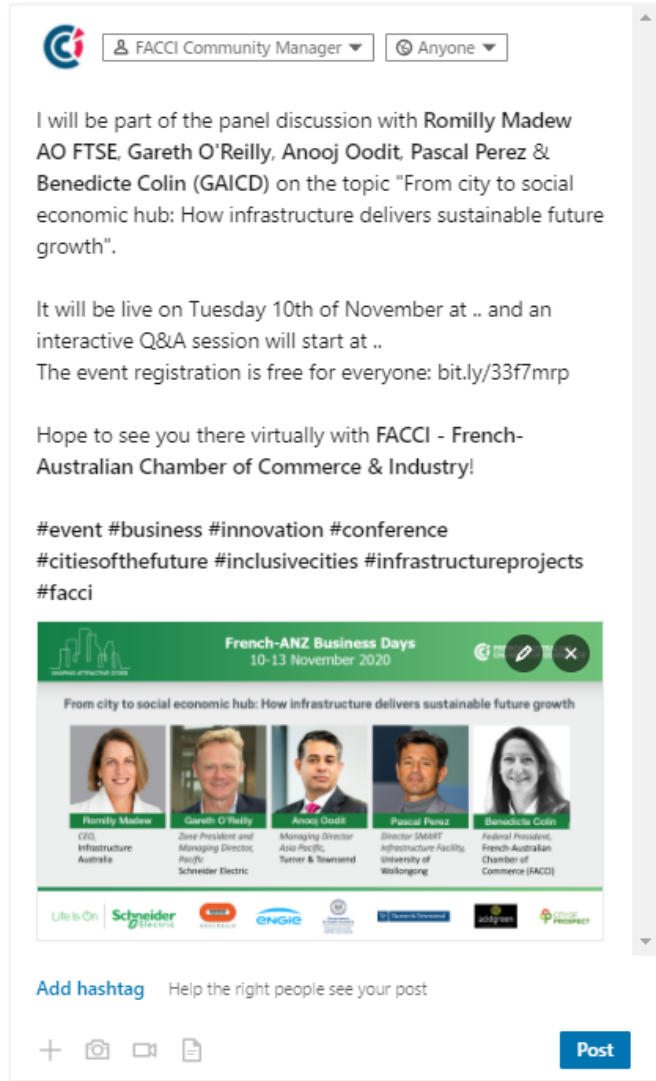
Organised by the @[FACCI - French-Australian Chamber of Commerce & Industry](#), this 4-day event will be about the timely and exciting topic: "Shaping Attractive Cities".

Register for free: bit.ly/33f7mrp

#event #business #innovation #conference #citiesofthefuture
#inclusivecities #infrastructureprojects #facci

Communicate about your participation

Announce your conference



The screenshot shows a Facebook post from the 'Facci Community Manager' profile. The post text reads: 'I will be part of the panel discussion with Romilly Madew AO FTSE, Gareth O'Reilly, Anooj Oodit, Pascal Perez & Benedicte Colin (GAICD) on the topic "From city to social economic hub: How infrastructure delivers sustainable future growth". It will be live on Tuesday 10th of November at .. and an interactive Q&A session will start at .. The event registration is free for everyone: bit.ly/33f7mrp'. Below the text are several hashtags: #event #business #innovation #conference #citiesofthefuture #inclusivocities #infrastructureprojects #facci. The post includes a media section with a green banner for 'French-ANZ Business Days 10-13 November 2020' and a row of five speaker portraits with their names and titles. At the bottom, there are logos for various sponsors including Life is On, Schneider Electric, and ENGIE. The post interface includes a 'Post' button and a prompt to 'Add hashtag'.

Facci Community Manager

I will be part of the panel discussion with Romilly Madew AO FTSE, Gareth O'Reilly, Anooj Oodit, Pascal Perez & Benedicte Colin (GAICD) on the topic "From city to social economic hub: How infrastructure delivers sustainable future growth".

It will be live on Tuesday 10th of November at .. and an interactive Q&A session will start at ..

The event registration is free for everyone: bit.ly/33f7mrp

Hope to see you there virtually with FACCI - French-Australian Chamber of Commerce & Industry!

#event #business #innovation #conference
#citiesofthefuture #inclusivocities #infrastructureprojects
#facci

French-ANZ Business Days
10-13 November 2020

From city to social economic hub: How infrastructure delivers sustainable future growth

Romilly Madew
CEO, Infrastructure Australia

Gareth O'Reilly
Zone President and Managing Director, Schneider Electric

Anooj Oodit
Managing Director Asia Pacific, Turner & Townsend

Pascal Perez
Director SMART Infrastructure Facility, University of Wollongong

Benedicte Colin
Federal President, French-Australian Chamber of Commerce (FACCI)

Life is On | Schneider Electric | ENGIE | ...

Add hashtag Help the right people see your post

Post

<https://www.faccibusinessforum.com.au/>

I will be part of the panel discussion with @[Romilly Madew AO FTSE](#), @[Gareth O'Reilly](#), @[Anooj Oodit](#), @[Pascal Perez](#) & @[Benedicte Colin \(GAICD\)](#) on the topic "From city to social economic hub: How infrastructure delivers sustainable future growth".

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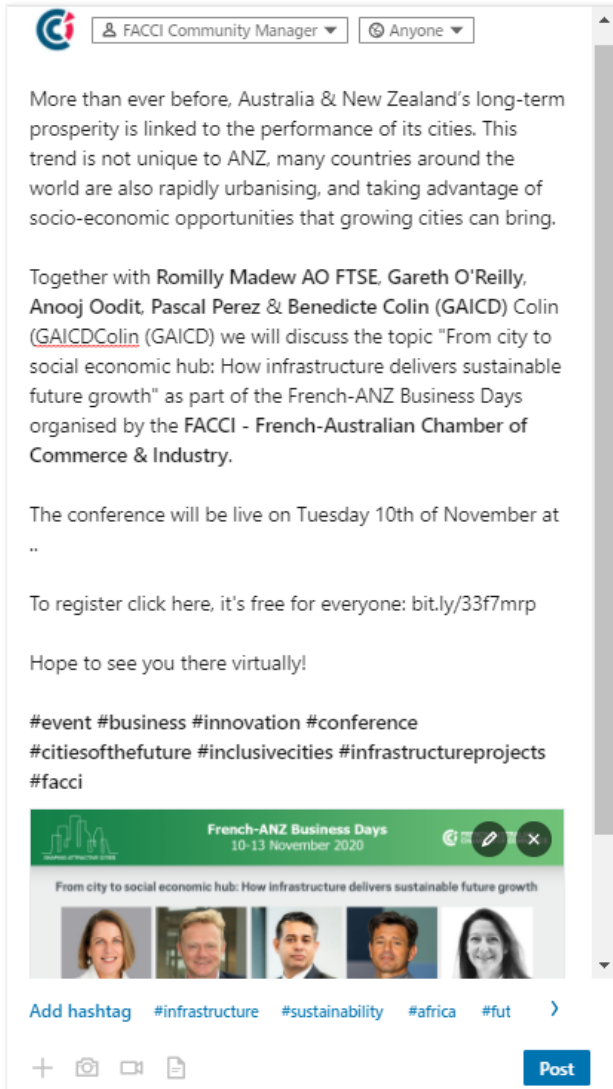
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Hope to see you there virtually with @[FACCI - French-Australian Chamber of Commerce & Industry!](#)

#event #business #innovation #conference #citiesofthefuture #inclusivocities
#infrastructureprojects #facci

Communicate about your participation

Give a background about the topic



More than ever before, Australia & New Zealand's long-term prosperity is linked to the performance of its cities. This trend is not unique to ANZ, many countries around the world are also rapidly urbanising, and taking advantage of socio-economic opportunities that growing cities can bring.

Together with Romilly Madew AO FTSE, Gareth O'Reilly, Anooj Oodit, Pascal Perez & Benedicte Colin (GAICD) Colin (GAICD) we will discuss the topic "From city to social economic hub: How infrastructure delivers sustainable future growth" as part of the French-ANZ Business Days organised by the FACCI - French-Australian Chamber of Commerce & Industry.

The conference will be live on Tuesday 10th of November at ..


To register click here, it's free for everyone: bit.ly/33f7mrp

Hope to see you there virtually!

#event #business #innovation #conference
#citiesofthefuture #inclusivecities #infrastructureprojects
#facci

French-ANZ Business Days
10-13 November 2020

From city to social economic hub: How infrastructure delivers sustainable future growth



Add hashtag #infrastructure #sustainability #africa #fut >

+ 📷 📺 📄 Post

<https://www.faccibusinessforum.com.au/>

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Hope to see you there virtually!

#event #business #innovation #conference #citiesofthefuture #inclusivecities
#infrastructureprojects #facci



#HASHTAGS

About the Event	#Australasia	#FACCI	#ShapingAttractiveCities
	#Cities	#FrenchANZBusinessDays	#ShapingTheFuture
	#CitiesoftheFuture	#Innovation	#ThinkDifferent
	#Events	#OurFuture	#YourCompany
Infrastructure & Industrial Projects	#CircularEconomy	#Infrastructure	#SustainableTransport
	#Commuting	#SmartCities	#TeamFranceExport
	#Defence	#Spaceindustry	
	#EnergyGrid	#SustainableCities	
Retail & Hospitality	#Advertising	#Gastronomie	#SupplyChain
	#DestinationMarketing	#Hospitality	#Restaurants
	#FutureOfRetail	#Omnichannel	#Retail
Health, Education, Jobs & Diversity	#CitiesforPeople	#Diversity	#InclusiveCities
	#CityLife	#Inclusion	#Workplace
Culture & Entertainment	#Art	#Entertainment	#LivableCities
	#Culture	#InternationalEvents	

 >1,000 Followers*

 > 10,000 Followers*

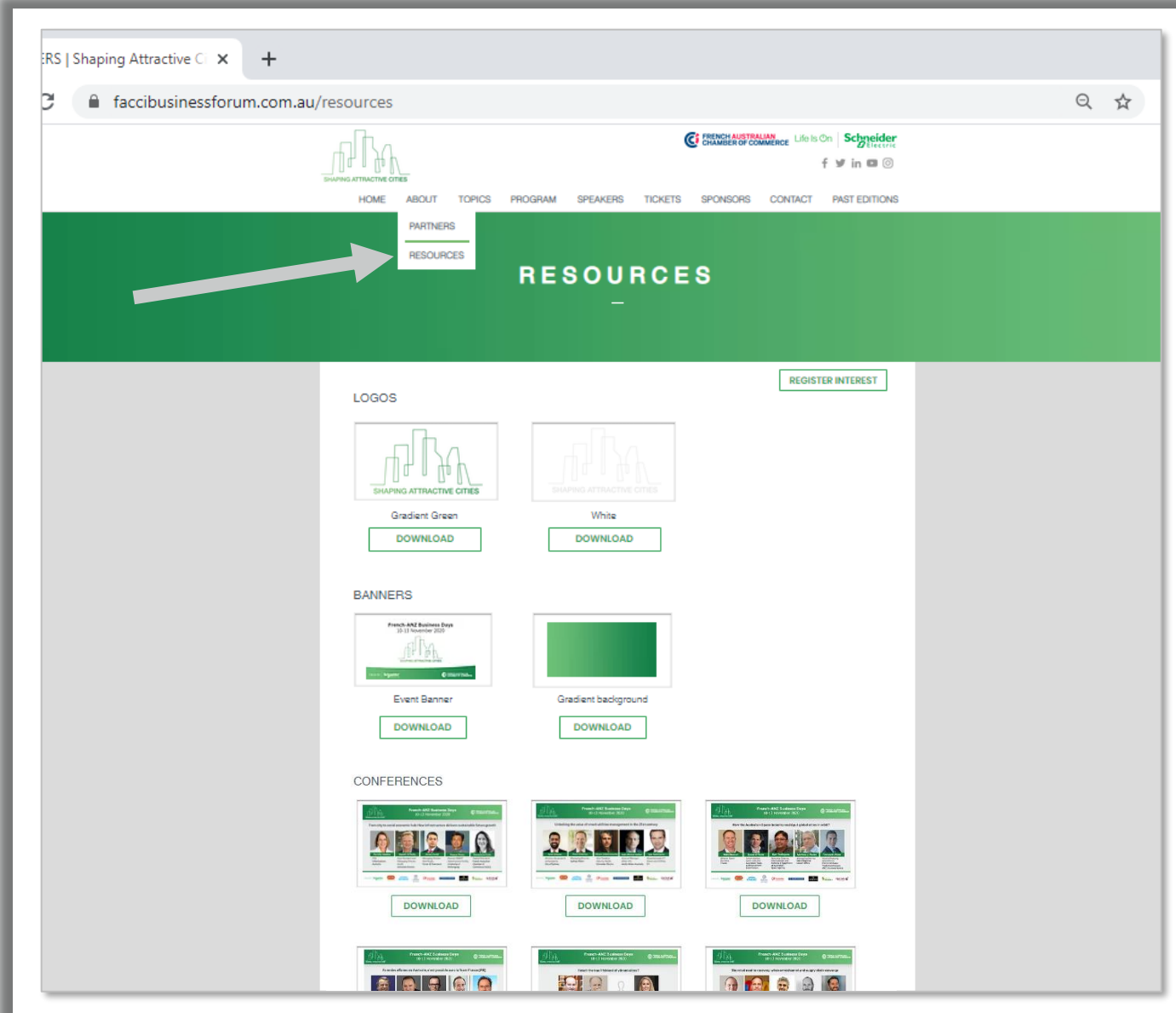
on LinkedIn



RESOURCES

A resources area is available on the [website](https://faccibusinessforum.com.au/resources) where you can download everything you might need to share about the event:

- Logos
- Banners
- Conferences
- Icons
- Sponsorship kit
- Media Kit
- ...





Graphic Chart



Graphic Chart

TEXT

The event must always be referred to as the French-ANZ Business Days
This year's theme: Shaping Attractive Cities

FONT

Text: Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Event title: Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOURS

---- Green ----



RGB: 24 125 60
Hex: #187D3C
CMYK: 87 27 100 14

---- Gradient Green ----



RGB: 113 194 121
Hex: #71c279
CMYK: 58 0 71 0



RGB: 19 128 71
Hex: #138047
CMYK: 87 26 93 12

LOGO





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Thank you to our Sponsors

They already confirmed their participation

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Schneider
Electric

Platinum Sponsors



Gold Sponsors:



Join the program!

2020 theme: Shaping attractive cities

- Gathering **key stakeholders**: corporate, industry bodies, academics, officials (governments, councils, etc)
- Featuring **top voices and leading experts**, from ANZ and overseas

OUR PARTNERS



Join us!



Contact us



+61 2 9099 1320



business.services@facci.com.au

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