



2ND HIGH-TECH SUMMIT FOR THE BLACK SEA

16 OCTOBER 2024
SOFIA, BULGARIA

COMMUNICATION AND DISSEMINATION PLAN



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000240.

INTRO AND OBJECTIVE

We are launching a **comprehensive communication and dissemination campaign** to promote the **2nd HTS4BS before, during, and after the event**. This guidance document is designed to ensure widespread visibility and engagement for the event. All components, including **speakers, participants, and blue economy business startups from the Black Sea Accelerator**, are encouraged to actively utilize the communication toolkit provided below. The toolkit includes various resources such as visual and textual templates for social media, useful links, and information to facilitate consistent and effective communication across all channels. Your active participation in this campaign is crucial for maximizing the impact and reach of the 2nd HTS4BS.

TAGS, HASHTAGS, and USEFUL LINKS

- **Use the hashtags:**
Dedicated: #HTS4BS
Generic: #BRIDGEBS #BRIDGEBlackSea #H2020
- **Reshare BRIDGE-BS social media posts** regarding the HTS4BS:
[Website Link](#)
[Twitter Post](#)
[Facebook Post](#)
[LinkedIn Post](#)
- We also encourage you to **publish your own posts**, the **textual template** provided below in the guide.
- Always **tag BRIDGE-BS social media accounts** to your own posts.
Linkedin: [BRIDGE Black Sea](#)
Twitter: [@BRIDGE_BlackSea](#)
Facebook: [BRIDGEBlackSea](#)



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1. PRE-EVENT Communication

These promotions are scheduled to begin in the **second week of August** and continue **until the second week of October**.

1.1. For Speakers

BRIDGE-BS will highlight all speakers with **custom visuals** designed for each of them, grouped by their **respective sections**.

After their sections' visuals are published on the BRIDGE-BS channels, speakers are welcome to **quote/reshare these posts** on their **personal or institutional social media channels** to promote their participation and give some highlights about the subject of their talks/presentations.

Post Textual Template:

I will be participating as a speaker at the #H2020 @BRIDGE_BlackSea's 2nd #HTS4BS event!

I look forward to contributing to the discussions and sharing insights on [your topic's keywords].

Post Visual: Visuals will be shared on the BRIDGE-BS channels.



Example Speaker Visual



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1.2. For All the Registered Participants

We invite **all event participants to share and promote BRIDGE-BS posts** related to HTS4BS on their own channels. Please use the **suggested tags and hashtags** when sharing.

Post Textual Template:

Join #HTS4BS to dive into the latest in #technology, #business insights, and #research with leading experts from the #BlueEconomy, marine, and maritime sectors across the Black Sea region and beyond.

@BRIDGE_BlackSea

Read more and register:

<https://bridgeblacksea.org/index.php/2024/04/02/save-the-date-the-2nd-high-tech-summit-for-the-black-sea-on-16-october-2024-in-sofia-bulgaria/>

Post Visual: Please use the **event key visual**.

2. DURING THE EVENT Communication

Live updates will be shared throughout the event on the [BRIDGE-BS Twitter](#). We encourage all participants to **engage with these live updates** with retweets and likes.

Participants are also invited to **share their own event experiences** using the tags and hashtags provided above. Participants can **personalize the post** by adding specific details about the sessions or any key takeaways.

Post Textual Template:

Delighted to join the 2nd High-Tech Summit for the Black Sea, organized by #H2020 @BRIDGE_BlackSea!

Engaging in insightful discussions and exploring cutting-edge solutions to advance a sustainable blue economy in the Black Sea region and beyond at #HTS4BS.



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3. AFTER THE EVENT Communication

Event **photographs** will be available on [Flickr](#) shortly after the event. The following week, we'll publish a **press release** on our [website](#) and send out a dedicated newsletter. Be sure to follow all **BRIDGE-BS social media** channels and [subscribe](#) to our newsletter to stay updated.

For any questions or requests, please contact us at ozguns@metu.edu.tr. If you do not receive a response in a timely manner, please use the alternative email: ozgunevrimstylkn@gmail.com

