

REMEMBER, YOUR JOURNEY AND EXPERIENCES ARE VALUABLE. BY COLLECTING COMPELLING STORIES AND CREATING ENGAGING SOCIAL MEDIA CONTENT, YOU CAN HELP SHOWCASE OUR ALIANCE WORK, VALUES, AND IMPACT TO A BROADER AUDIENCE.

01

Be curious and observant

- Keep an open mind and be curious about the seminar/project's subject matter.
- Observe your surroundings, take note of interesting details, and seek unique angles.



02

Document your journey



- Network with speakers, experts, and fellow attendees to gather insights and different perspectives.
- Collect captivating anecdotes and quotes shared by speakers or participants.
- Highlight important sessions, workshops, or keynotes from the agenda.

03

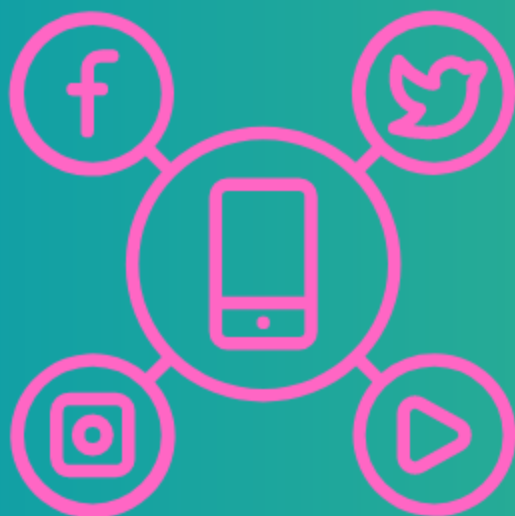
Create content

- Take clear and well-composed photos of key moments, speakers, and relevant visuals.
- Record short videos highlighting engaging activities, demonstrations, or presentations.



04

Social media



- Share your experience with your contacts.
 - Use relevant ERUA tag* to increase visibility and engagement.
- *You will find additional cheat list with the tags*

05

Share content internally:

- Provide information to communication team before the event and get ideas what materials you should collect.
- Keep the team up to date and inform them about your progress. Send details right after your return.

