

WEDNESDAY, OCTOBER 7, 2020

**Hybrid
EVENT**

2020 PARIS EUROPLACE INTERNATIONAL FINANCIAL FORUM

Social Media Toolkit



SUMMARY

- ✓ GENERAL INFORMATION
- ✓ HASHTAGS
- ✓ ACCOUNTS TO TAG
- ✓ GENERIC VISUALS + SAMPLE POSTS

GENERAL INFORMATION

Contact:

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→ Agenda, October 7, 2020:

<http://iff.paris-europlace.com/paris/agenda>

→ Speakers:

<https://iff.paris-europlace.com/paris/2020-speakers/>

→ Sponsors:

<https://iff.paris-europlace.com/paris/2020-sponsors/>

HASHTAGS

Official hashtag of the event:

#IFFParis

Hashtags related to topics discussed:

#EuropeanFinance

#Covid19

#Finance

#Attractiveness

#Recovery

#EconomicGrowth #Attractivité

#PrivateEquity

#RealEconomy

#FinancialInnovation

#Fintech

#ResponsibleInvestment

#PaymentSystem

#DigitalFinance

#SustainableFinance

#FinanceResponsable

#ImpactFinance

#SocialFinance #InclusiveFinance

#FinancialRegulation

#CorporateGovernance

#ImpactInvesting

#Macroeconomic

#Brexit

ACCOUNTS TO TAG

For any post related to the event:



@europlace

<https://twitter.com/europlace>



Paris EUROPLACE

<https://www.linkedin.com/company/paris-europlace>

For any post related to the
#attractiveness of the Paris
financial centre:

@europlace @Paris @iledefrance @Economie_Gouv
@francediplo @Dgentreprises @ParisRegion
@ParisLaDefense @BusinessFrance
@GrandParisMGP @FinforTomorrow @financeinnov

SAMPLE POSTS

Join us on October 7 for the #IFFParis with Augustin de @Romanet, CEO @ParisAeroport / Chairman @europlace and @AdeBresson, CEO @europlace [ajouter votre speaker, votre nom d'entreprise et la thématique éventuelle]

<http://iff.paris-europlace.com/paris>

#Finance

#EuropeanFinance

#SustainableFinance

#Fintech

#ResponsibleInvestment

YOUR SPEAKER will be at the #IFFParis “From crisis to #recovery, the role of the #EuropeanFinance” to share his/her view on [the conference’s theme]

Participez à la nouvelle édition de l’#IFFParis avec Augustin de @Romanet, PDG @ParisAeroport / Président @europlace et @AdeBresson, PDG @europlace [ajouter votre speaker, votre nom d'entreprise et la thématique éventuelle]

<http://iff.paris-europlace.com/paris>

#Finance

#FinanceResponsable

#Fintech

#InvestissementResponsable

VOTRE INTERVENANT participera à la table ronde [le thème de la conférence] lors de la nouvelle édition de l’#IFFParis “From crisis to #recovery, the role of the #EuropeanFinance”. N’hésitez pas à nous rejoindre !

SAMPLE POSTS

Please note that for your publications, you can use three different visuals:

- either the generic visual of the event
- either the visual with your logo in it
- or the visual with your speaker and session / round table



GRAPHIC DESIGN

MAIN COLOURS



Dark blue: R42 V67 B97 #2a4361



Light gold: R242 V172 B0 #f2ac00

SECONDARY COLOURS



#1a58a3



#45beea



#ca980c

FONTS

[TITLE]
MONTSERRAT

Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
0123456789

[BODY]
OPEN SANS

Bold
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789