



WCD Americas Institute 2020

Up to 100 corporate directors and C-suite executives are expected to attend the WCD Americas Institute 2020 and take advantage of its invaluable program – from expert panel discussions, industry roundtables, and in-depth interviews with industry-transforming CEOs to opportunities to network and enjoy meals, session breaks, and cocktails with fellow attendees and guests.

Spread the word on social media about your participation!

To help spread the word about your participation in the WCD Americas Institute – whether you are a sponsor, speaker, or attendee – we have included below WCD's social media links and hashtags, event details, the WCD logos, and sample quote graphics we welcome you to use. Additionally, in the sections that follow, we have included tips and sample posts specific to **Sponsors, Speakers, and Attendees** that you can use or modify when posting on your own.

***Also, please don't forget to follow WCD on Twitter and LinkedIn, and retweet and share!**

WCD Social Media Pages

WCD Twitter: [@WomenCorpDir](https://twitter.com/WomenCorpDir)s

WCD LinkedIn: [linkedin.com/company/womencorporatedirectors](https://www.linkedin.com/company/womencorporatedirectors)

WCD hashtag: #WCDBoards

Selection of hashtags for the Americas Institute:

#corpgov, #boards, #boardroom, #strategy, #ESG, #AI, #technology #culture, #cleanenergy, #netzero, #risk, #innovation, #global



Event Details

When and Where: February 10-11, 2020, in Miami, Florida (Conrad Hotel)

Theme: Focus – How Culture, ESG, and Technology are Radically Changing Board Agendas.

Attendees: Up to 100 corporate directors and C-suite executives – representing companies from the S&P 500 to large, privately held global firms.

Program: The Institute offers inspiring conversations with leading directors, analysis of the critical issues being discussed in boardrooms today, and the sharing of leading ideas and perspectives, all in an intimate peer group setting that allows attendees to go deep – fast.

WCD Logos



Sample Quote Graphics

Feel free to use the following on Twitter, LinkedIn, and other channels (you can save the individual images separately to upload to social media).



WCD

How are boards responding to the explosive growth of ESG?

What is corporate culture's impact on corporate strategy?

Which ethical & legal challenges are emerging around the latest tech?

Explore these questions and more at the WomenCorporateDirectors Americas Institute 2020

February 10-11, 2020
Miami, Florida

#WCDBoards
@WomenCorpDir
womencorporatedirectors.org

WCD

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Americas Institute

FOCUS
How Culture, ESG, and Technology
Are Radically Changing Board Agendas

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WCD

How will you **expand**
your thinking in 2020?

Register today for
WomenCorporateDirectors Americas Institute 2020

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Sponsors – Tips for Promoting

Sponsors, we are thrilled to have you on board for the Americas Institute and encourage you to highlight your role supporting WCD both across social media and traditional media.

Social Media

Please share your support of WCD and the Americas Institute on social media channels such as Twitter and LinkedIn, and retweet and share our Twitter and LinkedIn posts – before, during, and after the Institute.

Sample Posts:

We [COMPANY] are proud to be a sponsor of @WomenCorpDirs and are excited about the upcoming Americas Institute in Miami. Register today for this exceptional gathering of some of the best minds in the boardroom. <http://bit.do/WCD2020AmericasInstitute> #corpgov #boards

[NAME] of [COMPANY] will be speaking on [NAME OF PANEL] panel at @WomenCorpDirs Americas Institute Feb 10-11 in Miami – where top directors and C-level executives are coming together to discuss best practices around [TOPIC]. Learn more at <http://bit.do/WCD2020AmericasInstitute> #corpgov #boards ADD HASHTAG AROUND PARTICULAR TOPIC

Excited to be on board with @WomenCorpDirs for their Americas Institute February 10-11 in Miami. In-depth conversations with CEOs, sessions on #ESG, legal & ethical quandaries around new tech and more. Check out the agenda at <http://bit.do/WCD2020AmericasAgenda>. #corpgov #boards

Traditional Media

Sponsors who would like to issue a press release featuring their role in the WCD Americas Institute are encouraged to do so, and we are happy to provide additional information and a quote for your release. Please contact **Dana Dolan**, Sponsorship & Development Executive at WCD, at dana@womencorporatedirectors.org, for more information.

Speakers – Tips for Promoting

Many speakers – and often their companies as well – promote their session or panel through their own social media channels to call attention to the topic, start a conversation online, or alert their own network as well as a broader audience about their participation as an expert in specific area of discussion. WCD also promotes its speakers and topics both before and during the Americas Institute, so please follow us on Twitter and LinkedIn in the days ahead.

We encourage you to announce your speaking role at the WCD Americas Institute through your own pages, and have some suggestions around this:

- ◆ Please make sure that WCD has your Twitter handle, and that you follow WCD’s LinkedIn page so that we can tag you during our own promotion and easily follow you and share your posts.
- ◆ Always incorporate our Twitter handle **@WomenCorpDir**s into your Tweet when posting, as well as the WCD hashtag. Also, please tag **WomenCorporateDirectors Foundation** on LinkedIn.
- ◆ Use hashtags in your post(s) when talking about your topic in order to expand the reach of your post.
- ◆ Don’t forget that the limit for Twitter is **280** characters.
- ◆ LinkedIn allows you to go longer, but we’d still recommend short and sweet.
- ◆ Sample posts:
 - I will be speaking on the [NAME OF PANEL] panel at @WomenCorpDir Americas Institute Feb 10-11 in Miami – we’ll be exploring [TOPIC]. Learn more at <http://bit.do/WCD2020AmericasInstitute> #corpgov #boards ADD HASHTAG AROUND PARTICULAR TOPIC
 - Join me and my fellow directors as we each share the road to our first board seat over breakfast tomorrow – “My Journey to the Boardroom” on site at @WomenCorpDir Americas Institute in Miami! <http://bit.do/WCD2020AmericasInstitute> #WCDBoards
- ◆ Also, most of our speakers attend the full Institute, so please refer to the section specific to Attendees as well.

Attendees – Tips for Promoting

You can help promote WCD and the Americas Institute before, during, and after the Institute is over:

BEFORE the Institute:

- ◆ **What to post:** Many people like to share when they are registering for an event to let those in their network know that they will be there, and in turn they also look on their social channels to see who else might be attending.
- ◆ **Sample post:** “Just registered for @WomenCorpDir's Americas Institute – looking forward to seeing other women on boards in sunny Miami in February. #WCDBoards #corpgov <http://bit.do/WCD2020AmericasInstitute>”

DURING the Institute:

- ◆ **What to post:** During our Institutes, we have a number of members “live tweeting” or posting on LinkedIn directly from their seat while they are watching a panel discussion. They often post a great quote from a speaker, a surprising fact they've learned, or a photo of the crowd that's gathered. WCD live-tweets, so you can always go to our Twitter feed @WomenCorpDir's and retweet us as well. And don't be confined to the serious (but lively) discussions of the day – feel free to post from our stunning dinner cruise around Biscayne Bay!
- ◆ **Sample posts:**
 - At @WomenCorpDir's Americas Institute and ready to hear David Crane of @thebteamhq on how CEOs are changing in #ESG era. What's the opportunity for business, and what's the responsibility? #corpgov #cleanenergy #WCDBoards
 - Ready to hear stories from fellow directors about their first board seat – “My Journey to the Boardroom” on site at @WomenCorpDir's Americas Institute in Miami! #WCDBoards

AFTER the Institute:

- ◆ **What to post:** What did you learn from the program? Any thoughts you'd like to share with your network? Any speakers that were particularly memorable? We'd love to see your posts!
- ◆ **Sample:** “Just completed the @WomenCorpDir's Americas Institute, where the hot topics were XX, YY, and ZZ – these will be the big buzzwords for directors in 2020.” #corpgov #WCDBoards

Tips:

- ◆ Don't forget that the limit for Twitter is **280** characters.
- ◆ LinkedIn allows you to go longer, but we'd still recommend short and sweet.
- ◆ Always incorporate our Twitter handle @WomenCorpDir's into your Tweet when posting, as well as the WCD hashtag, and consider using one of the hashtags mentions above.
- ◆ To tag WCD on **LinkedIn**, start typing @WomenCorporateDirectors, and once you're a few letters in, **WomenCorporateDirectors Foundation** should come up in a drop-down below. Click on that, and our name will appear in bold in your post. This will allow us to see that you've posted, and we can share it.