

MEDIA KIT

French-ANZ Business Days

26th October - 18th November 2021



SUSTAINABILITY:
Act & Accelerate



SUSTAINABILITY:
Act & Accelerate

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: **Sustainability: Act & Accelerate**.
- Powered by a virtual event solution **swappcard**

ONLINE



Conferences, Keynote Addresses,
Interviews

HYBRID



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

IN-PERSON



Site visits,
Networking evenings

2021 theme:

Sustainability: Act & Accelerate

- Australia, New Zealand and France have committed to the Paris Agreement, and to the 17 Sustainable Development Goals (SDGs) from the 2030 Agenda for Sustainable Development. With the world in its present state of upheaval in response to COVID-19, established business practices are poised for change. Now is the time to re-shape our economic environment and recognise the benefits of responsible and innovative consumption and production practices in order to uphold Australia, New Zealand and France's commitments to the world at large.
- *“Sustainability has evolved from simply being the “right thing to do” to being the “right thing to do to grow business.”*

Schneider Electric



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Sustainability: Act & Accelerate draft program



6 Dates

+70
Rendezvous

90 International
speakers

15
Conferences

16
Keynote Addresses

6
C-suite rendezvous

2
Interviews

4
Site visits

20
Booths

1,200 Expected
attendees

6
Online
Networking
sessions

4
Physical
Networking
evenings



SUSTAINABILITY:
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Sub-topics

CONFERENCES BY LOCATION



26 October - NSW, Sydney

- Sustainability: your stakeholders are watching you
- Data Centres: engine rooms of sustainability
- Finding a pathway to net zero in our cities

28 October - SA, Adelaide

- Innovation and Technology, an accelerator to green growth
- Is the future of transport green?

4 November - WA, Perth

- Supply chains: case studies on building capacity in Indigenous communities
- Understanding the value of sustainability in the E&R industry

9 November - VIC, Melbourne

- Hydrogen in the Australian Energy mix and its capabilities
- “Don’t forget the “S” in ESG! Diversity and Inclusion in 2021
- Consumers want more sustainable products

16 November - QLD, Brisbane

- Net Zero: an opportunity for Australian businesses
- The business case for the transition to a circular economy
- A sustainable Gold medal for the Brisbane Olympics

18 November - NZ, Auckland

- Decarbonising urban transport and industries
- How New Zealand Culture is leading the way in terms of sustainability



SUSTAINABILITY:
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Sub-topics

KEYNOTE ADDRESSES & INTERVIEWS BY LOCATION



26 October - NSW, Sydney

- Amy Brown, CEO, Investment NSW
- Jean-Pascal Tricoire, Chairman & Chief Executive Officer, Schneider Electric
- Lisa McLean, CEO, NSW Circular

28 October - SA, Adelaide

- The Hon. Steven Marshall, Premier of South Australia
- Richard Bietrix, Vice President Connected Living Pacific Hub, Schneider Electric
- Sandy Verschoor, Adelaide Lord Mayor
- Nick Reade, Department of Premier and Cabinet, South Australia Government

4 November - WA, Perth

- Louise Monger, Vice President of Digital Buildings, Schneider Electric
- Dr. Sandy Chong, WA President, National President, United Nations Association of Australia

9 November - VIC, Melbourne

- Dean Summlar, Vice President HR – Pacific Zone, Human Resources, Schneider Electric
- Kylie Porter, Executive Director, Global Compact Network Australia

16 November - QLD, Brisbane

- Gareth O'Reilly, CEO Pacific, Schneider Electric
- Cr Krista Adams, Brisbane Deputy Mayor

18 November - NZ, Auckland

- Sylvaine Carta Le-Vert, French ambassador to New Zealand

More to be announced...



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Communication



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Communication matrix

Our recommendation

	2-3 weeks before the event	2 weeks before the event	1 week before the event	D-Day	Post event
I am a Sponsor	Announce your participation on LinkedIn "We are proud to sponsor...."	Announce the speakers, theme & conferences, 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 news 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 news about your conference and the panellists		Share replay video
I am the company of a Speaker or a Moderator		Announce your company's participation of your company + How it's part of your business map (white paper, business case, video...)	Share your employee's conference + 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





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Communicate about your participation

Announce your participation

[2021 French-ANZ Business Days \(facci.com.au\)](https://facci.com.au)

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

Organised by the @[FACCI - French-Australian Chamber of Commerce & Industry](https://facci.com.au) and the @[FNZCCI – French New Zealand Chamber of Commerce & Industry](https://fnzcci.com.au), this 6-day event will be about the important topic: "Sustainability: Act & Accelerate".

Register for free: bit.ly/3F3d1l0

#event #business #energy #conference #sustainability #future #netzero #facci

The screenshot shows a Facebook post from the page 'FACCI - French-Australian Chamber of Commerce & Industry', which has 8,022 followers. The post is promoted and contains the following text:

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

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Register for free: bit.ly/3F3d1l0

#event #business #energy #conference #sustainability #future #netzero #facci

The post includes a graphic with the text 'French-ANZ Business Days' and the dates '26 October-18 November 2021'. Below this is the 'SUSTAINABILITY: Act & Accelerate' logo. At the bottom of the post, there is a green banner with logos for 'FRENCH NEW ZEALAND CHAMBER OF COMMERCE', 'Life Is On', 'Schneider Electric', and 'FRENCH AUSTRALIAN CHAMBER OF COMMERCE'. Below the banner, it says '2021 French-ANZ Business Days' and provides a link to the event page: 'www.eventbrite.com.au/myevent?eid=169904433735'. There is a 'Register' button and a comment count of '47 • 21 Comments'. At the very bottom, there are icons for 'Like', 'Comment', and 'Share'.



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Communicate about your participation

Announce your conference

FACCI - French-Australian Chamber of Commerce & Industry
8,022 followers
Promoted

I will be part of the panel discussion with Monica Barone, Anna Quillinan, Louise Monger, Christian Porter & Claire Rogers on the topic "Finding a pathway to Net Zero in our cities".

It will be live on Tuesday 26th of October at .. and an interactive Q&A session will start at ..

The event registration is free for everyone: bit.ly/3F3d1l0

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

#event #business #energy #conference #sustainability #future #netzero #facci

French-ANZ Business Days
26 October-18 November 2021

Finding a pathway to Net Zero in our cities

Monica Barone
CEO,
City of Sydney

Anna Quillinan
Chief Development
Officer, Net Zero Energy
Solutions,
ENGIE Australia & NZ

Louise Monger
Vice President of
Digital Buildings,
Schneider Electric

Christian Porter
Chief Commercial
Officer,
Keolis Downer

Claire Rogers
Partner,
King & Wood
Malletsons

Life is On | Schneider Electric | Deloitte | Keolis Downer | NATIXIS | BNP PARIBAS | Capgemini | ENGIE

2021 French-ANZ Business Days
eventbrite.com.au/myevent?eid=169904433735 [Register](#)

47 • 21 Comments

Like Comment Share

[2021 French-ANZ Business Days \(facci.com.au\)](https://facci.com.au)

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

#event #business #energy #conference #sustainability #future #netzero #facci



SUSTAINABILITY:
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Communicate about your participation

Give a background about the topic

[2021 French-ANZ Business Days \(facci.com.au\)](https://facci.com.au)

With the world in its present state of upheaval in response to COVID-19, established business practices are poised for change. Now is the time to re-shape our economic environment and recognise the benefits of responsible and innovative consumption and production practices in order to uphold Australia, New Zealand and France's commitments to the world at large.

Together with [@Monica Barone](#), [@Anna Quillinan](#), [@Louise Monger](#), [@Christian Porter](#) & [@Claire Rogers](#) we will discuss the topic "Finding a pathway to Net Zero in our cities" as part of the French-ANZ Business Days organised by the [@FACCI - French-Australian Chamber of Commerce & Industry](#) & the [@FNZCCI – French New Zealand Chamber of Commerce & Industry](#).

The conference will be live on Tuesday 26th of October at ..

To register click here, it's free for everyone: bit.ly/3F3d1l0

Hope to see you there virtually!

#event #business #energy #conference #sustainability #future #netzero #facci

FACCI - French-Australian Chamber of Commerce & Industry
8,022 followers
Promoted

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#event #business #energy #conference #sustainability #future #netzero #facci

French-ANZ Business Days
26 October-18 November 2021

Finding a pathway to Net Zero in our cities

 Monica Barone CEO, City of Sydney	 Anna Quillinan Chief Development Officer, Net Zero Energy Solutions, ENGIE Australia & NZ	 Louise Monger Vice President of Digital Buildings, Schneider Electric	 Christian Porter Chief Commercial Officer, Keolis Downer	 Claire Rogers Partner, King & Wood Mallesons
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2021 French-ANZ Business Days
eventbrite.com.au/e/2021-french-australian-new-zealand-business-days-tick... [Register](#)

47 • 21 Comments

Like Comment Share



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#HASHTAGS



>1,000 Followers*



> 10,000 Followers*

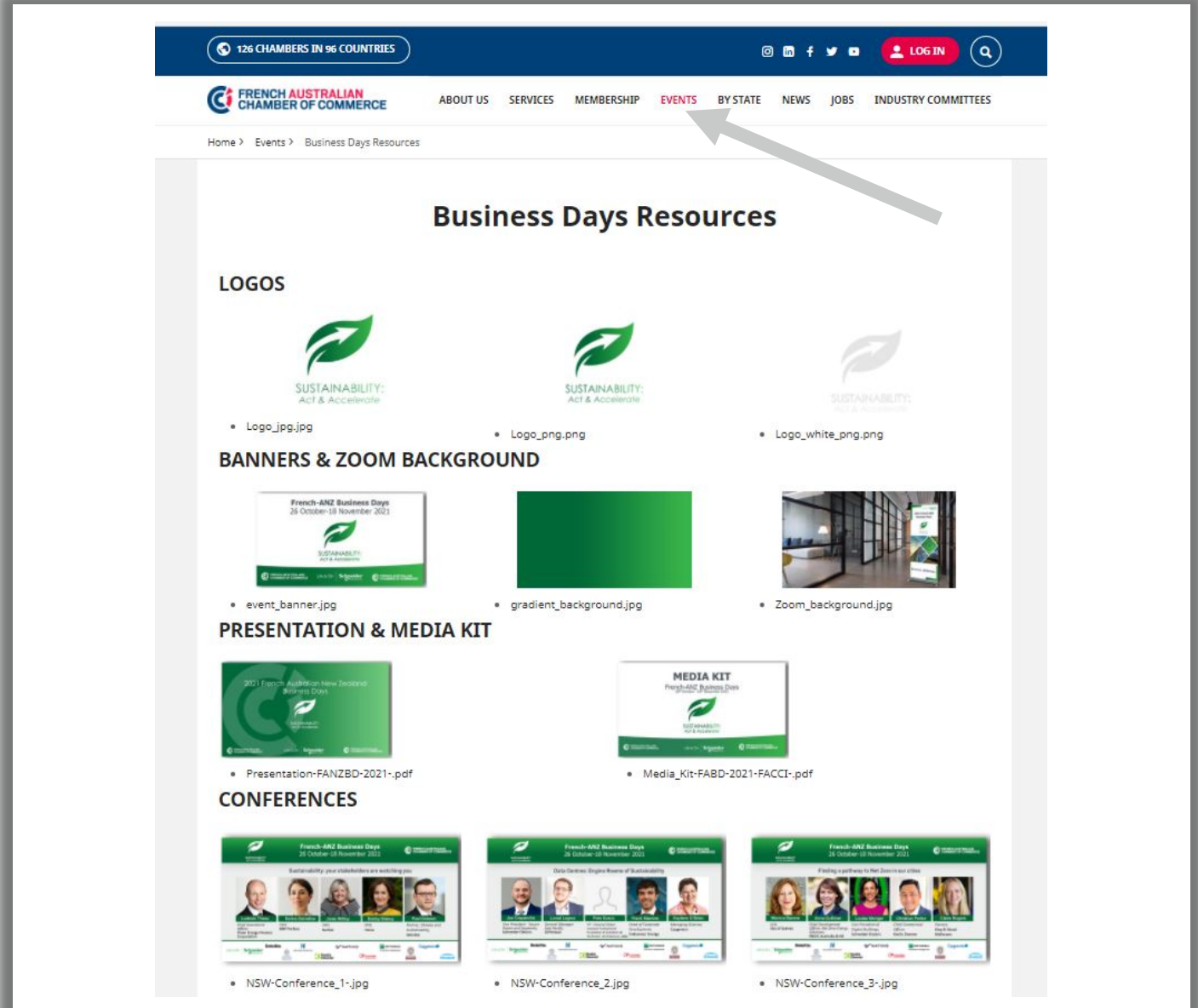
on LinkedIn

About the Event	#Australasia	#FACCI	#AlternativeEnergy
	#Green	#FrenchANZBusinessDays	#Networking
	#Sustainability	#ClimateChange	#Energy
	#Events	#Future	#Hydrogen
Infrastructure & Industrial Projects	#CircularEconomy	#Infrastructure	#SustainableTransport
	#Commuting	#UrbanDesign	#TeamFranceExport
	#SupplyChain	#Transportation	#SustainableCities
Energy & Resources	#Energy	#Resources	#Renewables
	#NetZero	#Environnement	#ClimateChange
Innovation & New Technology	#Innovation	#Engineering	#Manufacturing
	#Technology	#Data	#Tech
Retail & Consumer Goods	#Retail	#recycle	#Ecofriendly
	#ConsumerGoods	#globalgoals	#Ecommerce
Education, Jobs & Diversity	#Diversity	#Job	#Careers
	#Inclusion	#Recruitment	#Learning

RESOURCES

A resources area is available on the FACCI [website](#) where you can download everything you might need to share news about the event:

- Logos
- Banners
- Conferences
- Program
- Presentation
- Media Kit
- ...



The screenshot shows the FACCI website with the following structure:

- Top Bar:** "126 CHAMBERS IN 96 COUNTRIES" and social media icons. A "LOG IN" button is on the right.
- Navigation Bar:** ABOUT US, SERVICES, MEMBERSHIP, **EVENTS** (highlighted with a grey arrow), BY STATE, NEWS, JOBS, INDUSTRY COMMITTEES.
- Breadcrumbs:** Home > Events > Business Days Resources
- Section Header:** Business Days Resources
- LOGOS:**
 - Logo_jpg.jpg
 - Logo_png.png
 - Logo_white_png.png
- BANNERS & ZOOM BACKGROUND:**
 - event_banner.jpg
 - gradient_background.jpg
 - Zoom_background.jpg
- PRESENTATION & MEDIA KIT:**
 - Presentation-FANZBD-2021-.pdf
 - Media_Kit-FABD-2021-FACCI-.pdf
- CONFERENCES:**
 - NSW-Conference_1-.jpg
 - NSW-Conference_2.jpg
 - NSW-Conference_3-.jpg



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Graphic Chart



SUSTAINABILITY:
Act & Accelerate

Graphic Chart

TEXT

The event must always be referred to as the French-ANZ Business Days
This year's theme: Sustainability: Act & Accelerate

FONT

Text: Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Event title: Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOURS

---- Green ----



RGB: 0 104 55
Hex: #006837
CMYK: 90 33 99 26

---- Gradient Green ----



RGB: 0 104 55
Hex: #006837
CMYK: 90 33 99 26



RGB: 57 181 74
Hex: #39b54a
CMYK: 74 0 100 0

---- Dark Grey ----



RGB: 73 84 91
Hex: #49545b
CMYK: 71 57 51 29

LOGO



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Sponsors & Partners



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Thank you to our Sponsors

They already confirmed their participation

Life Is On

Schneider
Electric

Platinum Sponsors

Deloitte.



Diamond Sponsors



Gold Sponsors



2021 theme: Sustainability: Act & Accelerate

- 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!





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Contact us



+61 2 9099 1320



business.services@facci.com.au