



**Redesign**  
**Resilience**  
**Regeneration**

**r3.0 8<sup>th</sup> International Conference  
Transcending Incrementalism  
- from ESG to System Value Creation -**

**MEDIA SPONSOR KIT**

This Media Sponsor Kit supports r3.0 conference media sponsors in their attempts to reach out to their constituencies, delivering relevant content, and help r3.0 to increase attention and awareness about the conference and its importance.

**What we offer**

- Media Sponsors receive recognition on the conference website [www.conference2022.r3-0.org](http://www.conference2022.r3-0.org), in a special rubric called 'Media Sponsors'. This will be done through logo recognition.

**What we expect**

- The Media sponsor suggests ways of how to announce the conference on their own media, may it be newsletters, own websites, own social media, etc., as standard support features.
- In case of a media sponsorship by an organisation that belongs to the press sector, we are interested to discuss how the journalist plans to report about the conference and in which media that may happen. If those media are publicly available, r3.0 is willing to boost these articles when published on its own social media channels.
- Media sponsors are expected to follow and multiply r3.0's communications through feasible means where possible. As r3.0 mainly creates awareness

through Twitter, Facebook, LinkedIn and Medium.com, and its own newsletter (that can be shared), we expect media sponsors to boost through retweeting and sharing r3.0's posts and newsletter communications.

- After the conference r3.0 will post session videos, responses, twitter threads etc., so boosting these through own social media channels by media sponsors will round off the media sponsorship.

## **Campaigning**

- r3.0's main campaign starts in July, 2022, exactly two months before the conference, and clustered in 9 weekly schedules. This is a description of the flow of the campaign:
  - Week 1: Announcing all speakers (as far as confirmed)
  - Week 2: A deeper dive into focus area 1
  - Week 3: A deeper dive into focus area 2
  - Week 4: A deeper dive into focus area 3
  - Week 5: A deeper dive into Focus area 4
  - Week 6: Daily posting of speaker
  - Week 7: same
  - Week 8: 2 weeks before the conference, we return to the overview perspective of the conference and start reminders for registrations
  - Week 9: 'last chance' communication

## **Articles, Interviews, Webcasts**

We are open to special promotion through feature articles, interviews and/or webcasts that support the conference marketing. Topics can include: systemic conference setup, speaker selection, uniqueness of r3.0's conferences, r3.0 campaigns, the Blueprints that will be released at the conference, other topics...please contact Bill or Ralph for such additional support.

## **Contacts**

Please let us know of your interest to participate!

Ralph Thurm | Managing Director r3.0 | [r.thurm@r3-0.org](mailto:r.thurm@r3-0.org) | or

Bill Baue | Senior Director r3.0 | [b.baue@r3-0.org](mailto:b.baue@r3-0.org) |

We are open to answering any additional questions that you may have.

## **Websites**

[www.r3-0.org](http://www.r3-0.org)

[www.conference2022.r3-0.org](http://www.conference2022.r3-0.org)

## **Social Media Channels**

Twitter: @r3dot0

Facebook: <https://www.facebook.com/r3.0org/>

LinkedIn: <https://www.linkedin.com/groups/13526375/>

Medium.com: <https://medium.com/@r3dot0>