

MEETINGS

Meet the Moment

Social Guide

Social media offers a powerful way to amplify “Meetings Meet the Moment.” These cards are built around the campaign’s central themes and are designed to reach business decision-makers through your personal networks or business channels. Use the suggested copy as a starting point and adapt it to fit your personal or organization’s tone.

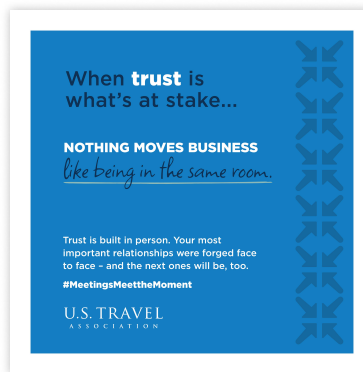
Three ways to deploy these cards:

1 Use as-is on corporate channels to show your organization’s support of the industry-wide effort.

2 Recreate with your brand identity and introduce on consumer-facing channels.

3 Use the concepts and messaging as inspiration for your own social series.

→ THE CARDS



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“Meetings Meet the Moment” will succeed when we collectively adopt, amplify and personalize it. The more consistently our messages reach business executives, the more durable our impact will be.

→ CUSTOMIZING THE CARDS

Each card is designed to work as-is or to be re-created in your brand for a fully customized version. When adapting, keep the following in mind:

- **Keep** the “When...” headline and “Nothing moves business like being in the same room” subline. These are the campaign’s anchor and should remain consistent across all versions.
- **Keep** the campaign hashtag: #MeetingsMeettheMoment. This connects your post to the broader industry effort.
- **Recreate** with imagery and visual treatment to match your brand identity.
- **Adapt** the suggested copy to reflect your organization’s voice, a client example or specific event.
- **Use** your logo, a client photo, or an event image to make the card more specific and personal.