



PARTNER & SPEAKER PACK
Thursday 15th – Friday 16th July 2016
Hilton Midtown, New York City



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GODAN PARTNER & SPEAKER PACK OVERVIEW

Dear Partner,

This pack is designed to support your internal and external communication activities around the GODAN Summit 2016.

It features information, which will provide a guideline for your press release content, social media output and general media activities, in order to ensure that a consistent brand narrative is maintained for GODAN and GODAN Summit 2016 across media.

We would be delighted for you to conduct your own PR activities and the team at Sterling Media, the international communications partner of GODAN, is on standby to support your campaign.

Should you wish to get in touch with a member of the team, please email godanmedia@sterlingmedia.co.uk which is monitored regularly. The team at Sterling Media would also be happy to guide and provide advice to your PR and copy-writing activities.

A Press Centre will be located on the 4th Floor of the event venue, East Room. The centre will be manned regularly with Sterling Media team members reachable at all times.

Interviews can be conducted against relevant event branding in an adjoining area to the Press Centre which we would be happy to coordinate for you.

Please see a link to access the official media kit for the GODAN Summit 2016, which will contains important information to support your PR activities:

- Official **press releases**: goo.gl/tjqlwx
- Supporting **photography**: goo.gl/vB5jBn
- **Case studies**: goo.gl/7Bnk96
- GODAN and GODAN Summit 2016 **logos**: goo.gl/eY5cdn
- Ready made **infographics** for you to share on social media: goo.gl/3izkoD

Many Thanks!

The team at Sterling Media

PUBLIC RELATIONS ACTIVITIES

PRESS RELEASES

As part of your PR activities, you may wish to send out press releases. In order to ensure that your release remains consistent with the brand narrative, please consult the official press release as per this link: goo.gl/tjqlwx

Please see below the official profile for GODAN and GODAN Summit 2016 should you mention the organization and event during your interviews, press releases, and general communications activities.

About GODAN

GODAN, or Global Open Data for Agriculture and Nutrition initiative, was formed to support and encourage the proactive sharing of open data to make information about agriculture and nutrition available, accessible and usable for unrestricted use worldwide, to deal with the urgent challenge of ensuring world food security.

GODAN focuses on building high-level policy, and public and private institutional support, for open data. The initiative encourages collaboration and cooperation among existing agriculture and open data activities, and brings together stakeholders to solve long-standing global problems in food and nutritional security.

Website: <http://www.godan.info/>
Link to logo: <http://ow.ly/nxjC3044dCh>
Hashtag: #GODAN

About GODAN Summit 2016

At a ground-breaking public summit on 15th – 16th September, 2016 in New York, GODAN will convene world leaders, researchers, farmers, students and public, private and non-profit organizations, to showcase the impact of open data around the world.

The largest-ever event dedicated to open data and agriculture, the GODAN summit will take place on the margins of the UN General Assembly in New York in September. The aim will be to urge world leaders to open their national datasets on agriculture and nutrition to help bring hunger around the world to an end.

Website: <http://summit.godan.info>
Hashtag: #GODANSummit2016

SPEAKERS

If you are speaking at the event, please send your official profile and speaker profile for us to share with relevant media for PR purposes.

If possible, please do share an outline of your speech, and a succinct quote for us to share with the media to promote your panel.

SOCIAL MEDIA ACTIVITIES

GODAN Secretariat Social Media Handles

- **Twitter:** [@godanSec](https://twitter.com/godanSec)
- **Facebook:** [/godansec](https://www.facebook.com/godansec)
- **LinkedIn:** [Godan Secretariat](https://www.linkedin.com/company/godan-secretariat)
- **Instagram:** [godansec](https://www.instagram.com/godansec)
- **Youtube:** [GODAN Secretariat](https://www.youtube.com/GODANSecretariat)

Key Hashtags:

- #GODAN
- #GODANSummit2016
- #GODANPetition

Key Messages:

- Sign and share the GODAN Petition
- Let's set make agriculture and nutrition data open for those who need it
- Let's all work together to end hunger through opening agriculture and nutrition data
- Share the GODAN film; Support the GODAN Summit
- Let's make world leaders hear our call for open data for agriculture and nutrition
- See the effects of Agriculture and Nutrition Open Data (with infographics)

EXAMPLE SOCIAL MEDIA POSTS

Please do feel free to insert the following images in your social media posts:

- Supporting **photography**: goo.gl/vB5jBn
- **Case studies related images**: goo.gl/7Bnk96
- GODAN and GODAN Summit 2016 **logos**: goo.gl/eY5cdn
- Ready made **infographics** for you to share on social media: goo.gl/3izkoD

Example Facebook Posts

Petition:

- Nearly 800 million people struggle with hunger worldwide. We have the knowledge, the tools and the data to lower this figure to 0 – but this can only happen if everyone has equal access to data. Sign our petition to help make vital agricultural data open for everyone who needs it: <http://summit.godan.info/petition/>
- Have you signed the GODAN petition to make data on agriculture and nutrition free for all yet? <http://summit.godan.info/petition/>
- We need your help to help farmers get the data they need and help end hunger. Sign the GODAN petition for open data! <http://summit.godan.info/petition/>

- Calling all Global Citizens! We need to call on governments and the private sector to provide open data that can help to end world hunger! Make sure your voice is heard by signing the GODAN petition: <http://summit.godan.info/petition/>
- World leaders and the brightest minds in agriculture and data are currently in New York for the GODAN Summit 2016 to make agricultural and nutrition data free for farmers around the world. Show your support and sign the GODAN Petition: <http://summit.godan.info/petition/>
- The GODAN Summit is happening NOW! Experts from around the world have gathered to discuss opening vital data on agriculture and nutrition to millions who don't have access. Make your voice heard and sign the GODAN Petition to support the summit: <http://summit.godan.info/petition/>
- Open data has already had great effects on communities around the world. Sign the petition to help more people access more data: <http://summit.godan.info/petition/>
<Insert Infographic Image>
- As partners of GODAN, we pledge to end world hunger by calling all governments to open up data and provide access to the valuable information! Data innovation in agriculture and nutrition holds the key to change the world! To know more and join the cause, sign the petition: <http://summit.godan.info/petition/>

Summit:

- On Thursday & Friday the GODAN Summit is taking place in New York. Share your data, expertise and passion with leading figures in agriculture, government and open data. Register now: <https://goo.gl/Nbx45l>
- We are proud to partner with GODAN in our commitment to support the battle against world hunger. Technology and Open Data can revolutionize agriculture, and as partners of the GODAN initiative we call for the world governments to open the data pertaining to agri-nutrition for the greater benefit of all. To know more about our efforts, visit <http://www.godan.info/pages/about-godan>
- We are at the GODAN Summit 2016 tomorrow in New York! City As a GODAN partner, we are joining the open data revolution to end world hunger! The Summit will bring together world leaders, researchers, farmers, students and others – public, private and non-profit united around a collaboration on agriculture and nutrition data openness. Join the largest event ever planned for open data in agriculture and nutrition. The goals of the Summit are to illustrate the opening, the use, and the importance of agriculture and nutrition data. To know more visit <http://summit.godan.info/>

PSA:

- How will open data help the world? Watch this video to find out and sign the GODAN Petition: <Insert PSA link here>
- Share this video about how open data can change the world: <Insert PSA link here>
- Share the GODAN Petition with your friends and family and help to change the world with open data: <http://summit.godan.info/petition/>
- We are working with GODAN to end world hunger. Here is how open data in agriculture will help: <Insert PSA link here>

Example Tweets

Petition:

- Access to #OpenData will help end #Hunger. But we need YOUR help. Sign the #GODANPetition @godanSec <http://summit.godan.info/petition/>
- #ZeroHunger can be achieved if everyone has access to #OpenData. Sign the #GODANPetition @godanSec <http://summit.godan.info/petition/>
- Sign the #GODANPetition & make data free for farmers across the world @godanSec <http://summit.godan.info/petition/>
- #OpenData helps #Agriculture & #Nutrition—it's the best chance at #ZeroHunger. Sign the #GODANPetition @godanSec <http://summit.godan.info/petition/>
- #OpenData can change the world. Watch the video & sign the #GODANPetition: [<Insert PSA link here>](#)
- As partners of @godanSec, we believe #OpenData in agri-nutrition can end world hunger. Join our efforts: <http://summit.godan.info/petition>

Summit:

- We are proud to partner with @godansec in our commitment to support the battle against world hunger using #OpenData. To know more about our efforts, visit <http://www.godan.info/pages/about-godan>
- We are at the #GODANSummit206 tomorrow in New York! As a partner of @godansec we are joining the open data revolution to end world hunger!

PSA:

- We are working with @godanSec to end hunger with #opendata. See how we can change the world: [<Insert PSA link here>](#)

SOCIAL MEDIA SCHEDULE

	Suggested Petition Posts		Suggested posts for Summit		Suggested PSA posts	
	Facebook	Twitter	Facebook	Twitter	Facebook	Twitter
Monday 12th Sept	Nearly 800 million people struggle with hunger worldwide. We have the knowledge, the tools and the data to lower this figure to 0 – but this can only happen if everyone has equal access to data. Sign our petition to help make vital agricultural data open for everyone who needs it: http://summit.godan.info/petition	800 million people are hungry worldwide. Open access to Agri-Data has a big role to help lower this figure. To know more sign the #GODANPetition http://summit.godan.info/petition	On Thursday & Friday the GODAN Summit is taking place in New York. Share your data, expertise and passion with leading figures in agriculture, government and open data. Register now: https://goo.gl/Nbx45l	The #GODANSummit2016 is taking place this Thursday and Friday in NYC. Share your data, expertise and passion with leading figures in agriculture, government and open data. @godansec Register now: https://goo.gl/Nbx45l		
Tuesday 13th Sept	Have you signed the GODAN petition to make data on agriculture and nutrition free for all yet? http://summit.godan.info/petition	Access to #OpenData will help end #Hunger. But we need YOUR help. Sign the #GODANPetition http://summit.godan.info/petition	GODAN is a rapidly growing network of over 350 partners from government, international and private sector organisations all committed to making data relevant to agriculture and nutrition available, accessible and usable worldwide. We are in New York on Thursday and Friday to illustrate the opening, the use, and the importance of agriculture and nutrition data. Come find us here: http://summit.godan.info/	#GODANSummit2016 will bring together world leaders, researchers, farmers & others to illustrate the importance of open data in agri @godansec http://summit.godan.info/		
	As partners of GODAN, we pledge to end world hunger by calling all governments to open up data and provide access to the valuable information! Data innovation in agriculture and nutrition holds the key to change the world! To know more and join the cause, sign the petition: http://summit.godan.info/petition/	As partners of @godanSec, we believe #OpenData in agri-nutrition can end world hunger! Join our efforts: http://summit.godan.info/petition	We are proud to partner with GODAN in our commitment to support the battle against world hunger. Technology and Open Data can revolutionize agriculture, and as partners of the GODAN initiative we call for the world governments to open the data pertaining to agri-nutrition for the greater benefit of all. To know more about our efforts, visit http://www.godan.info/pages/about-godan	We are proud to partner with @godanSec in our commitment to support the battle against world hunger using #OpenData. To know more about our efforts, visit http://www.godan.info/pages/about-godan		

	Suggested Petition Posts		Suggested posts for Summit		Suggested PSA posts	
	Facebook	Twitter	Facebook	Twitter	Facebook	Twitter
Thursday 15 th Sept	Calling all Global Citizens! We need to call on governments and the private sector to provide open data that can help to end world hunger! Make sure your voice is heard by signing the GODAN petition: http://summit.godan.info/petition	Access to #OpenData will help end #Hunger. But we need YOUR help. Sign the #GODANPetition http://summit.godan.info/petition/	Welcome to the GODAN Summit 2016 in New York! We are here in our efforts to open up data pertaining to agriculture and nutrition! To know more, visit http://summit.godan.info/	Good Morning #NewYork! We are here with the first day of #GODANSummit2016 To know more visit http://summit.godan.info/	You have to know why we need to Open Data in Agriculture! Check it out: <Insert PSA link here>	You have to know why we need to #OpenData in Agriculture! Check it out: <Insert PSA link here>
	(Insert your name) are delighted to partner with @godanSec We will be speaking on (insert topic) on (insert date/time)	(Insert your name) are delighted to partner with @godanSec We will be speaking on (insert topic) on (insert date/time)			We are working with GODAN to end world hunger. Here is how open data in agriculture will help: <Insert PSA link here>	We are working with @godanSec to end hunger with #opendata. See how we can change the world: <Insert PSA link here>
Friday 16 th Sept	Open Date is the new age solution to combating world hunger. We need your support to make this possible. To read more about this and help open data on agriculture and nutrition, visit http://www.godan.info/ , and to sign the petition, visit http://summit.godan.info/petition	Thank you for your support in pushing for Open Data. Your voices have been represented at the #GODANSummit2016 Together we are fighting world hunger	Welcome to the second day of the GODAN Summit in 2016! We are with our partners to push for the open data access in agriculture and nutrition! To know more, visit http://summit.godan.info/	Welcome to the second day of #GODANSummit2016 Join our efforts to open world agriculture and nutrition data http://summit.godan.info/	This is not a region specific effort! It's a world wide effort! <Insert PSA link here>	This is not a region specific effort! It's a world wide effort! #GODAN <Insert PSA link here>
	(Insert your name) are delighted to partner with @godanSec We will be speaking on (insert topic) on (insert date/time)	(Insert your name) are delighted to partner with @godanSec We will be speaking on (insert topic) on (insert date/time)				
Saturday 17 th Sept					Share this video about how open data can change the world: <Insert PSA link here>	Share this video about how open data can change the world #GODAN: <Insert PSA link here>