



**Dear WE Local Europe presenter,**

Congratulations! We're excited to have you on board as a speaker at the 4th annual WE Local Europe conference in Berlin. WE Local Europe is a life-changing, three-day experience that features invaluable ways to connect, learn about career opportunities and participate in professional development programming. The conference brings together women from across the world including university students, women in academia and professionals who are studying or working in the engineering and technology fields.

We hope our enthusiasm about your upcoming session is contagious and you'll be inspired to share your appearance with your peers. To help promote your session, we're proud to offer the following resources:

- News release template
- Suggested tweets
- Proposed Facebook posts
- LinkedIn announcement language

This toolkit is designed to help you make the most of your time at WE Local Europe and share this amazing accomplishment with your contacts. Please let us know how you leveraged these items to promote your session by e-mailing SWE Europe's Social Media Manager, Maxie Mottlowitz at [mmottlowitz@davidjamesgroup.com](mailto:mmottlowitz@davidjamesgroup.com)

**See you at WE Local Europe from May 15-17 in Berlin!**



## [NAME] to Present at Society of Women Engineers' WE Local Europe

BERLIN — The Society of Women Engineers (SWE) is proud to announce [NAME] will deliver a presentation at WE Local Europe, the organization's 4th annual conference and career fair in Europe. [NAME] joins a roster of accomplished academics and professionals at the event for organizations and individuals supporting women in engineering.

[NAME]'s presentation, titled [PRESENTATION TITLE], will focus on [PRESENTATION DESCRIPTION]. It will be shared with WE Local Europe's attendees on [DATE AND TIME] in Berlin, Germany. The session will play a crucial role in providing a diverse array of development tools for women engineers age 18 to 80.

[ADD A QUOTE HERE ABOUT WHY YOU'RE EXCITED TO PRESENT AT WE LOCAL EUROPE]

Admission to this exciting event is included for all WE Local Europe attendees as part of the society's commitment to connecting women engineers with one another as well as organizations that seek their diverse skillsets.

Registration for the conference, along with information about the full catalogue of educational and networking opportunities at WE Local Europe, is available at <https://welocal.swe.org/berlin/location/>

### About SWE

The Society of Women Engineers (SWE), founded in 1950, is the world's largest advocate and catalyst for change for women in engineering and technology. The not-for-profit educational and service organization is the driving force that establishes engineering as a highly desirable career aspiration for women. To ensure SWE members reach their full potential as engineers and leaders, the Society offers unique opportunities to network, provides professional development, shapes public policy and provides recognition for the life changing contributions and achievements of women engineers. As a champion of diversity, SWE empowers women to succeed and advance in their personal and professional lives. For more information about the Society, please visit [www.swe.org](http://www.swe.org) or call 312.596.5223.

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## TWITTER

### *Sample Tweets*

Please use #WELocal #Europe in your communications. If you tag @SWEEurope and @SWETalk, we can respond and retweet your communications to our followers as well.

**Tweet Example 1:** I can't wait to present at #WELocal #Europe! Join me for my session [INSERT SESSION TITLE] in Berlin, May 15-17. @SWEEurope @SWETalk

**Tweet Example 2:** On May [INSERT DATE] see me present [INSERT SESSION TITLE] at #WELocal #Europe in Berlin with @SWEEurope @SWETalk. Learn more: <https://bit.ly/2V9pOe5>.

**Tweet Example 3:** #WELocal #Europe is almost here! See me present [INSERT SESSION TITLE] on May [INSERT DATE]. @SWEEurope @SWETalk

**Tweet Example 4:** I'm honored to inform women about engineering with my presentation on [INSERT SESSION TITLE] at #WELocal #Europe for @SWEEurope @SWETalk. Learn more: <https://bit.ly/2V9pOe5>.

## FACEBOOK

### *Sample Facebook Posts*

- Please tag the Society of Women Engineers in Europe (by inserting the '@' symbol and typing 'Society of Women Engineers in Europe,' a dropdown box with the proper tag will show up, select 'Society of Women Engineers in Europe' in your post.
- Use the MAIN conference hashtag: #WELocal #Europe, whenever possible.
- Also, once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

*If your organization or business has a Facebook page, you may wish to post in the third person:*

**Example Facebook Post 1:** We're pleased to see our very own [YOUR NAME] presenting [INSERT TITLE OF SESSION] at #WELocal #Europe, the @Society of Women Engineers in Europe's annual conference in Berlin on May [INSERT DATE]. Learn more and register now! <https://bit.ly/2V9pOe5>

On your personal Facebook page, you may wish to elaborate upon your presentation further:

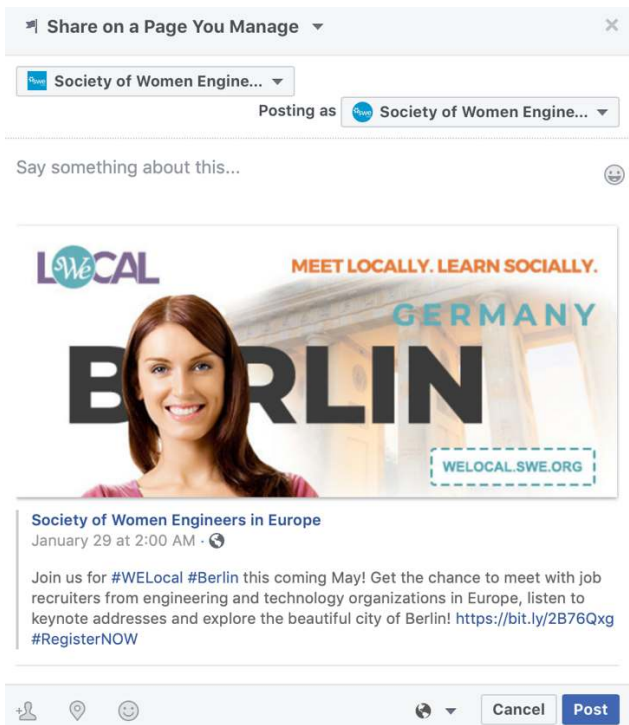
I'm honored and excited to present at #WELocal #Europe this year! Join me for my [INSERT SESSION TITLE] on May [INSERT DATE]. I hope to see you there. Learn more: <https://bit.ly/2V9pOe5>.

Please also leverage WE Local Europe information from your company Facebook page, onto your personal Facebook page, by choosing to 'Share' the post. You may also share content from SWE Europe's Facebook page – please follow best practice posting when 'Sharing' from Facebook ...

**1. When the 'Share' box prompts you to 'Say something about this post...' (see image below), say something about the post. Don't simply share without adding your own personal blurb:**

*Please do not hit the share button, without adding your own personal blurb, to the 'Shared' Facebook post.*

**Example of Facebook 'Shared' Post 1:** Excited to be speaking on behalf of [INSERT COMPANY] at @Society of Women Engineers in Europe #WELocal #Europe Conference. Join me on May [INSERT DATE] as I speak on [INSERT SESSION TITLE].





## LINKEDIN

### Sample LinkedIn Announcement

I'm honored to present [INSERT SESSION TITLE] at #WELocal #Europe! Join me for the Society of Women Engineers in Europe's annual conference: WE Local in Berlin! Join me for my session on May [INSERT DATE]. Learn more: <https://bit.ly/2V9pOe5>.