

C24 AID BY TRADE FOUNDATION
**COTTON
CONFERENCE**

AID BY TRADE FOUNDATION COTTON CONFERENCE

**COTTON'S SUSTAINABLE FUTURE:
INNOVATE TO THRIVE**

SOCIAL MEDIA COMMUNICATIONS GUIDE

KEY INFORMATION:

The in-person two-day AbTF Cotton Conference, with an optional excursion on the third day, will be held in Mumbai, India at the hotel JW Marriott Mumbai Juhu. It will focus on digital solutions for building transparent and sustainable textile supply chains.

The conference is designed for CmiA partners, retailers, brands, cotton producers, spinning mills, standards organisations, NGOs, consultancy and digital experts, and other members of the textile production chain.

DATES:

11–13 March 2024 in Mumbai
In person

VENUE:

[JW Marriott Mumbai Juhu](#)

OFFICIAL EVENT PAGE:

<https://conferences.aidbytrade.org/>

SOCIAL MEDIA CHANNELS:

LinkedIn: @Cottonmadeinafrica

Twitter: @CmiA_AbTF

Instagram: @cottonmadeinafrica

Facebook: @cottonmadeinafrica

Hashtags:

#C24 #AbTFCottonConference #SustainableCotton #CottonForChange



SOCIAL MEDIA TEMPLATES:

Download the whole package [HERE](#).



Key visual



Attending post
Square, horizontal



Speaking post
Square, horizontal



Sponsor post
Square, horizontal

SPEAKING POSTS:

If you're a speaker, please reach out to us!
We'll create a Speaking Visual for you, complete with your
picture and details. You can then use it across your social media
channels. Please contact: marketing@abt-foundation.org



Speaking post
Square, horizontal

LOGO AND COLOUR GUIDANCE:

Please use the social media assets provided to you. If you would like to use the logo for your own social media artwork, the colours and design of the logo should not be modified in any way in order to ensure consistency.

Download the logos [HERE](#).



Logo (black)



Logo (white)



Logo (green)

LINKEDIN SAMPLE CAPTIONS:

ATTENDING

We're thrilled to announce that [Your Company Name] will be participating at the Aid by Trade Foundation Cotton Conference 2024, scheduled from 11-13 March in Mumbai, India. As we delve deep into the world of sustainable cotton practices, this is a great opportunity to learn, collaborate, and forge new paths with industry visionaries.

We are eagerly anticipating engaging conversations with peers and brands who are equally passionate about pioneering a sustainable future in the cotton industry.

Stay up to date and secure your spot at: <https://conferences.aidbytrade.org/>

See you in India!

#C24 #AbTFCottonConference #SustainableCotton #CottonForChange

SPEAKING

Exciting Announcement!

I'm honored to share that I'll be speaking at the Aid by Trade Foundation Cotton Conference 2024 in Mumbai, India. Join me as we dive into [brief topic or theme of your talk].

It is great to be part of a community that's actively working towards a more sustainable future in the cotton industry.

Let's collaborate, learn, and pave the way for positive change!

Stay up to date and secure your spot at: <https://conferences.aidbytrade.org/>

SPONSORING

We're delighted to announce that [Your Company Name] is a proud sponsor of the Aid by Trade Foundation Cotton Conference 2024 in Mumbai, India. It's great to support a platform that amplifies the importance of sustainable practices in the cotton industry.

Collaboration is the key to driving positive change, and we're eager to connect with industry leaders, innovators, and advocates.

Follow @Cottonmadeinafrica for updates, and register at: <https://conferences.aidbytrade.org/>

TWEET SAMPLES:

ATTENDING

Attending the Aid by Trade Foundation Cotton Conference 2024 from 11-13 March in Mumbai, India. Ready to deep dive into the future of sustainable cotton!
#C24 #AbTFCottonConference #SustainableCotton #CottonForChange

SPEAKING

Thrilled to announce I'll be speaking at the Aid by Trade Foundation Cotton Conference 2024 in Mumbai, India. Can't wait to connect in person! #C24 #AbTFCottonConference #SustainableCotton #CottonForChange

SPONSORING

We are excited to be a sponsor of #AbTFCottonConference. Join us 11-13 March in Mumbai, India. Register today at <https://conferences.aidbytrade.org/>
#SustainableCotton #CottonForChange

CONTACT:

If you have any questions, please contact:
marketing@abt-foundation.org