

**Speaker**  
**Promotion Toolkit**  
**2024**

Dear Speaker,

Thank you for participating and actively contribute to the European Hydrogen Week 2024!

To ensure a successful conference for all parties involved we would like to achieve as high attendance as possible. The following document will provide you with ready-to-use communication materials. Please use this information to best promote your presence at the event and let your stakeholders know about your participation as well as invite them to reconnect there. By informing your network early on, it will be easier also for them to arrange their participation.

For up-to-date information on the programme and an event overview, please visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).

We look forward to welcoming you in Brussels!

The EU H2 Week Team



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# General information on the EU Hydrogen Week 2024

**Dates:** From Monday 18 to Friday 22 November 2024 – all available information on the programme will be uploaded constantly on the event dedicated website [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).

**Address:** Brussels Expo, Pl. de Belgique 1, 1020 Bruxelles- For practical information on the venue and how to get there, [please click here](#).

### About the event

The hydrogen economy will redraw the energy map. There is absolutely no doubt that hydrogen will have a key role in the energy transition, especially to harvest the fast-growing amount of renewable energy. Therefore, in the global race to reach the Paris Agreement targets, hydrogen technologies are increasingly at the centre of attention and are now considered crucial and lucrative opportunities. Hydrogen’s moment is here and now!

That’s why more and more companies and investors are prioritising hydrogen. Yet, every business decision carries a risk and, to mitigate them, connections and knowledge-sharing are key. This event is a melting pot of powerful and influential leaders, policy makers, researchers, and end users each looking for the next big thing. Companies will find customers, investors and partners in the exhibition area as well as have be able to attend thought-provoking conferences.





# Social Media

On all social media platforms, the event will use the hashtag **#EUH2Week** to encourage participation from attendees and followers. You can view all the posts containing **#EUH2Week** on the social media network you are using by clicking the hashtag from one of the tweets, posts, or images. This will allow you to see the volume of discussions, updates, and all of the exciting conversations and events taking place nearby. You are welcome to share the posts that contain this hashtag and to follow it.


Other hashtags that could be used are **#EUH2Week2024**, **#EUHydrogenWeek**, **#EUHydrogenWeek2024** and **#HydrogenNow**.



## LinkedIn

LinkedIn is the best professional networking platform for participants to stay in touch with the contacts they establish throughout the European Hydrogen Week and engage in interesting conversations online.

Don't forget to follow the [European Hydrogen Week LinkedIn account](#) to interact with its posts and share your experiences as an exhibitor, and to use the hashtag **#EUH2Week**! Other hashtags that could be used are **#EUH2Week2024**, **#EUHydrogenWeek**, **#EUHydrogenWeek2024** and **#HydrogenNow**.


For your convenience, please find here below some ready-to-use text samples for your LinkedIn posts:

 Excited to announce that I will be speaking at the **@European Hydrogen Week** where I will join the panel on "**Name of your session**" at the **High-Level Policy Conference/B2B Forum**. Don't miss this excellent opportunity to have insightful exchanges on **your topic**.



 **DD.MM.YYYY**  
 **HH:MM** CET


If you are in **#Brussels**, don't hesitate to drop by!  
More about the programme at [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu)  
**#EUH2Week #EUH2Week2024 #EUHydrogenWeek #HydrogenNow**

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 I'm thrilled to join the panel "**Name of your session**" at the **@European Hydrogen Week**. Together with my fellow panellists, we will engage in an enriching conversation on **topic** during the **High-Level Policy Conference/B2B Forum**.

If you are in **#Brussels**, don't hesitate to come to the **#EUH2Week**, it will be an extraordinary opportunity to network with the brightest minds in the industry from all around the  !

 **DD.MM.YYYY**  
 **HH:MM** CET

 Curious to know more about the **#EUH2Week**? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).  
**#EUH2Week2024 #EUHydrogenWeek #HydrogenNow**

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Are you in **#Brussels** on 18-22.11.2024?

Then join me at the **High-Level Policy Conference/B2B Forum** of the **@European Hydrogen Week!** I'll be speaking in the panel "**Name of your session**" on **DD.MM.YYYY** at **HH:MM** CET.

The **#EUH2Week** is an excellent opportunity to meet industry leaders, academia, and policymakers that everyday work on developing the **#hydrogeneconomy!**

Want to know more about the **#EUH2Week2024**? Visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).

**#EUHydrogenWeek #HydrogenNow**

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Want to know more about **your topic**? On **DD.MM.YYYY**, I'll be speaking about it at the **High-Level Policy Conference/B2B Forum** during the **@European Hydrogen Week**.

I'm thrilled to be part of the **#EUH2Week2024** and I hope to see many of you there!

To know more about the programme [→ www.euhydrogenweek.eu](http://www.euhydrogenweek.eu).

**#EUHydrogenWeek #HydrogenNow**

## Twitter

Twitter is the quickest platform where you will receive real-time information about European Hydrogen Week. The EU Hydrogen Week will be live-tweeted, and you will be able to directly interact with the content that is posted.

Whenever you post about European Hydrogen Week, please do not forget to tag the event's account [@EUH2Week](https://twitter.com/EUH2Week) and use the hashtag **#EUH2Week**. Other hashtags that could be used are **#EUH2Week2024**, **#EUHydrogenWeek**, **#EUHydrogenWeek2024** and **#HydrogenNow**.

For your convenience, please find here below some ready-to-use text samples for your Twitter posts:

🗣️ Excited to announce that I will be speaking at the **@EUH2Week!** I'll be on the panel on "**Name of your session**" at the **High-Level Policy Conference/B2B Forum**.

📅 **DD.MM.YYYY**



🕒 **HH:MM** CET

More about the programme at [→ www.euhydrogenweek.eu](http://www.euhydrogenweek.eu)

**#EUH2Week**

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Thrilled to be in the panel "**Name of your session**" during the **High-Level Policy Conference/B2B Forum** at **@EUH2Week!**

 DD.MM.YYYY  
 HH:MM CET

Join for enriching discussions all around #hydrogen!  
More about the #EUH2Week [➔ www.euhydrogenweek.eu](https://www.euhydrogenweek.eu).

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Are you in #Brussels on 18-22.11?

Then join me at the High-Level Policy Conference/B2B Forum of the @EUH2Week! I'll be speaking in the panel "Name of your session" on DD.MM.YYYY at HH:MM CET.

 [www.euhydrogenweek.eu](https://www.euhydrogenweek.eu)

#EUH2Week2024

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Want to know more about your topic? On DD.MM.YYYY, I'll be speaking about it at the High-Level Policy Conference/B2B Forum during the @EUH2Week!

I'm thrilled to be part of the #EUH2Week and I hope to see many of you there!

 [www.euhydrogenweek.eu](https://www.euhydrogenweek.eu)

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# Website

As a speaker of the European Hydrogen Week, it is highly appreciated if you could disseminate your participation on your organisation website and/or events agenda and wherever you find suitable.

We have drafted a text you could use for the website.

Long version:

*We are excited to that our colleague **Name, job title** will be speaking at the **High-Level Policy Conference/B2B Forum** during the European Hydrogen Week! Listen to him/her exchanging on **topic** with other experts in the panel "**Session title**" that will take place on **DD.MM.YYYY at HH:MM CET**.*

*The European Hydrogen Week will take place on **18-22 November in Brussels** and it is organised by Hydrogen Europe, together with the European Commission and the Clean Hydrogen Partnership. This is the **go-to-event to explore opportunities and be fuelled by ideas and new concepts all around hydrogen!** People come to discover, learn, network, and be inspired. Organisations come to demonstrate their capabilities while looking for ground-breaking ideas and connections that will give them a competitive edge.*

*With over **8000 people attending** and over **8000 sqm of exhibition**, the European Hydrogen Week will be a hub for networking, relationship building, and learning. By joining this event, you will get access to all the talks in the conference streams, participate in meet-the-expert discussions and roam the hands-on expo. You are also invited to join the networking evenings and engage with some of the brightest minds and biggest movers in the hydrogen industry.*

***The opportunities are endless. You just have to make sure you are there to capitalise on them!***

*For more information and for the latest event updates, please visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu) and follow the #EUH2Week2024 on [Twitter](#) and [LinkedIn](#).*

Short version:

*On 18-22.11.2024 join our colleague **Name, Title** at the **High-Level Policy Conference/B2B Forum's** session "**Session name**" that will take place on **DD.MM.YYYY at HH:MM CET**. The EU hydrogen Week is co-organised by Hydrogen Europe, the European Commission, and the Clean Hydrogen Partnership. This week will amaze you with high-profile keynotes, thought-provoking talks, and lively sessions all around hydrogen. Next to a rich conference programme, there will be abundant opportunities to meet actors from across the entire hydrogen value chain.*

*For more information and for the latest event updates, please visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu) and follow the #EUH2Week on [Twitter](#) and [LinkedIn](#).*

# Newsletter/Email blast

We would appreciate it if you could spread the word about the European Hydrogen Week also via your network. Therefore, we have drafted an e-mail for you to use, please find it here below.

Please note that you can use all the information or just some parts of it, as it fits best your recipients.

*Subject: EU Hydrogen Week 2024 – Join one of the biggest hydrogen annual events*

*Dear XXX,*

*I'm excited to announce that I'll be speaking at the European Hydrogen Week which will take place on 18-22 November 2024 in Brussels! Together with other experts, I'll be discussing **Your topic** during the **High-Level Policy Conference/B2B Forum's** session "**Session name**" on **DD.MM.YYYY at HH:MM CET**. Based on the common cooperation among the European Commission, Hydrogen Europe, and the Clean Hydrogen Partnership, the week is one of the biggest annual events dedicated to hydrogen with a series of great activities all around the most abundant element in the universe.*

*During the 5 days, thought-provoking discussions with some of the most prominent stakeholders in the hydrogen sector will take place, covering the most pressing topics facing this new industry: the need for both urgency and pragmatism in creating the regulatory framework, the unique challenges different sectors face to decarbonize and how hydrogen can help, and how to remain a leader in an industry that has caught the attention of the rest of the world.*

*Next to the different conference streams, an exhibition will also take place. Based on the success of the past editions, this year the expo floor is expanded into two halls for a total of over 8000 sqm, ready to welcome more than 8000 attendees.*

*For more information and for the latest event updates, please visit [www.euhydrogenweek.eu](http://www.euhydrogenweek.eu) and follow the #EUH2Week2024 on [Twitter](#) and [LinkedIn](#).*

*Kind Regards,*

# Materials

Next to the above mentioned texts, we have prepared also the following materials which will provide you with ready-to-use communication tools. Please use this to best promote the EU Hydrogen Week on your social media accounts, website, newsletters, and any other communications tools you might be currently using.

On the [event's dedicated webpage](#) you can download all the following:

## Logo

- In .png
- Colourful in .psd
- White in psd

## Banners & poster

- General poster
- General Banner horizontal
- General banner square
- Email signature banner
- LinkedIn header banner
- Twitter header banner

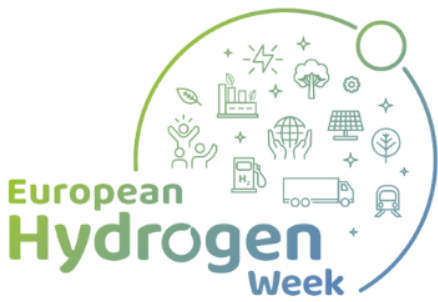
## Virtual backgrounds

- Teams
- Zoom

## Social media templates

- Exhibitor's post
- Sponsor's post
- High-level Policy Conference speaker post
- B2B Forum speaker post
- Supporter post
- Media partner post
- Attendee post

Should you need a specific format or size, don't hesitate to contact us at [info@euhydrogenweek.eu](mailto:info@euhydrogenweek.eu) and we will be happy to provide you with what you need!



**18 - 22 November 2024**  
**Brussels, Belgium**  
**[euhydrogenweek.eu](https://euhydrogenweek.eu)**

