



INTERNATIONAL YEAR OF PULSES

EVENT TOOLKIT



TABLE OF CONTENTS

The International Year of Pulses	3
Aligning with GPC's Global Campaign	3
Pulse Feast: 6th January 2016	4
Tips for Organizing a Successful Event	5
Key Steps	5
<i>Setting your budget</i>	5
<i>Delegate responsibilities</i>	6
<i>Choosing your location</i>	6
<i>Choosing your main attraction</i>	6
<i>Briefing your talent / speakers</i>	6
<i>Explore partnerships</i>	6
<i>Promoting your event</i>	7
<i>Organising registration</i>	7
<i>Have a Plan B</i>	7
<i>Template timeline</i>	8
Checklist for Event Organizers	9
A Guide to Social Media Promotion	10
How to set up a Facebook event	10
<i>Promoting your Facebook event</i>	10
How to set up a Twitter account	11
How to Tweet	11
Twitter Do's and Don'ts	12
What is a hashtag?	12
<i>Examples of good hashtags:</i>	12
<i>Examples of bad hashtags:</i>	12
Event Social Media Toolkit	13
Sample Facebook Posts	13
Sample Tweets	13
Resources for Event Planners	14
Event Materials	15

THE INTERNATIONAL YEAR OF PULSES

In 2016, the United Nations is recognising the importance of pulses in supporting better health, improved nutrition and sustainable food production. The year will highlight the role that pulses such as dried beans, peas, chickpeas and lentils can play in meeting future food requirements in a sustainable way.

Pulses are an integral part of many diets across the globe. They provide balanced nutrition, including protein, fibre, vitamins and minerals. They have great potential to improve human health and help address chronic diseases such as diabetes and heart conditions. Pulses also have a low-carbon footprint, are a water efficient source of protein, and can improve soil health, making them good for the environment too.

The Global Pulse Confederation is taking this once-in-a-lifetime opportunity to promote the global production and consumption of pulses.

This toolkit will provide you with the resources you need to host a successful event as part of GPC's celebration of the International Year of Pulses. You will find tips and checklists to help you run the logistics, as well as template materials for promoting your event. We encourage you, in particular, to host an event as part of Pulse Feast on January 6th, 2016.

ALIGNING WITH GPC'S GLOBAL CAMPAIGN

Coordinating with the IYP secretariat is essential to make sure that we can promote your event as part of GPC's Global Campaign. Make sure you contact us throughout, and don't hesitate to ask our guidance if you have any doubts.

Feel free to contact us at IYP@emergingag.com and don't forget to use the secretariat to promote your IYP activities, including your launch event:

- Submit your event here:
<https://docs.google.com/forms/d/1AW7W-i5v9cyCjFFZ3aGxPBgKLfOfySiLY4sFr-5sV3U/viewform>
- Include our websites on your conference websites: iyp2016.org and pulses.org (After November).
- Share your news. Send us your launch related news and hashtags to include in the News pages of iyp2016.org



PULSE FEAST: 6TH JANUARY 2016

As a way to kick off GPC's IYP celebrations, we are organizing a Global Live Stream event called Pulse Feast. This will be a series of live-streamed events, where groups from around the world will share their events with the world in their time zone, before handing the broadcast over to someone else in the next time zone.

We encourage all of the national committees to plan special events on January 6, 2016, which some countries have referred to as "Bean Feast". You can plan one event or many that day. All formats and sizes of events are welcome, from a family dinner to a gathering of several thousand people! Please feel free to encourage local groups or companies within your country to host events on the 6th as well.

Once you have your event planned, coordinate with the secretariat by emailing IYP@emergingag.com to begin planning the live-streaming portion of your event. We hope to use this day as a chance to show the international support for pulses in 2016, and so the time of your live-streaming will be coordinated with the other events occurring.

Guidance on the technical aspects of the live-streaming will be provided by the secretariat once your event is confirmed.

TIPS FOR ORGANIZING A SUCCESSFUL EVENT

Before you start to plan your event, make sure you can answer the following questions:

1. **What is your objective for holding this event?** Events take a lot of time and energy to organize, so make sure yours will have a tangible outcome. This could be raising awareness about the health and nutritional benefits of pulses, the impact they have on the environment or encouraging sales of certain types of pulses.
2. **Who is your target audience?** Think about the profile of the people you want to come to your event. This will help you shape it into something they will want to attend, and make it easier to invite the right audience.

KEY STEPS

Setting your budget

Know your budget and stick to it. Before paying for any aspect of the event, call suppliers and estimate the total cost of running the event. Always set aside some funds for contingency – to cover unexpected events. Here are some of the costs that may be involved:

- Venue hire
- Talent / speakers
- Staff
- Catering
- Equipment hire (audio visual equipment, tables and chairs, decorations, etc.)
- Promotional materials
- Takeaways / gifts

Delegate responsibilities

In the lead up to your event, give each member of your team a clear role and responsibility. Schedule a weekly planning meeting in which team members can report back on their actions to give you a sense of how the event planning is coming together. Responsibilities will change on the day of the event, and each team member should be clear on what their role is.

Choosing your location

Before choosing your location you will need to decide:

- How many people will attend your event?
- What is the length of the event? (Be sure to include adequate pre- and post-event time for setup and clean up)
- What activities do you want to take place?
- What equipment will you need the space to have?
- Do you plan to offer food and drink?
- What is your budget for hiring a space?

Once you have the answers to these questions, you can begin to research locations. You will need to book your venue as far in advance as possible as popular venues can book up weeks, or even months in advance. Ensure you have a back up venue in mind if you cannot hire your first choice.

Choosing your main attraction

Who or what will entice your target audience to attend this event? What will they see/learn about pulses at your event that they would not be able to access elsewhere? Concentrate getting one “main attraction” on board, and build the rest of the event around this.

Briefing your talent / speakers

People who will be speaking, leading discussions or demonstrating activities at your event will need to be fully briefed on what they are required to do on the day of the event. You may wish to distribute briefing packs which outline the day’s events and where their participation is required, or hold a briefing teleconference that enables them to ask questions about how the day will be run. This briefing should take place at least one month prior to the event.

Explore partnerships

Are there any other groups interested in pulses, health, or sustainability that could get involved in your event? This could be in the form of a media partner who gets exclusive access to the talent at your event in exchange for promoting it. It could be in the form of a sponsor who donates expertise or services in exchange for a presence at the event, or a discounted ticket. Identify and approach partners early in the process, and they may help you shape a more exciting event.

Promoting your event

There are a number of ways to promote an event, and the route you choose will depend on your target audience, and how they receive their information. Some options include:

- Posting large posters in places frequented by your target audience
- Distributing flyers at similar events
- Taking out an advert in a publication that is popular with your target audience
- Sending direct e mails to a targeted list
- Social media (eg. Facebook, Twitter, LinkedIn)
- Outreach to traditional media
- Online banner adverts
- Webcasting the event live

Organising registration

Consider how you will track how many people register for your event. For an intimate event, you may wish to set up a customised email address where people can register interest, eg. RSVP@yourcompany.com. For larger events, consider using an automated response system, such as Eventbrite. Keep a spreadsheet of people you have invited and whether they are a yes, no or maybe for attending. Include their email address to allow you to follow up with them post event. Keep in mind that many people who RSVP will not come, and visa versa. You will need to manage invites accordingly. On the day of the event, you may wish to have a paper or digital (eg. iPad or tablet) sign in sheet, so you can see who actually attended.

Have a Plan B

Events do not always go according to plan. Make sure you have considered the things that could go wrong on the day, and what you could do to prepare for them. This could involve having: back up equipment, a sheet of emergency contacts, extra materials such as name badges and a dedicated “trouble shooter” who can deal with emergencies on the day.

More top tips:

- Drop out rate on the day can be as high as 50%. Make sure you are keeping a close eye on RSVPs and use these numbers as a guide to whether you need to step up promotion, or scale it down.
- Research other events happening at the same time to avoid yours clashing or competing with another group.
- Consider “early bird incentives”. This means that you offer people who sign up early a discounted registration rate. This will encourage people to get involved early.

A Template Timeline

Time prior to event	Activity
16-20 weeks	Draft “concept note” for event, which details target audience, objectives and a draft programme for the day Finalise budget available for the event and draft list of expenses Approach partners Compile list of target invitees
12-16 weeks	Book venue Approach speakers / talent Finalise programme Issue “Save the Date” that contains minimal information, but will encourage invitees to keep the date free.
8 weeks	Draft promotional materials (poster, flyer, e-invite) Alert media, if invited Issue invitations with as much information as is available.
6 weeks	Arrange adverts in local press if applicable
4 weeks	Begin wider promotion of event (media outreach, social media, posters and flyers) Brief speakers/talent Follow up with invitees
2 weeks	Print / purchase materials to be distributed at event Compile final RSVP list
1 week	Issue reminder to attendees Build up social media promotion
Event	
Post-event	Share photos of event online Publish outcomes online Issue thank you to attendees and distribute any relevant materials from the day

CHECKLIST FOR EVENT ORGANIZERS

Item	Person Responsible	Complete? Y/N
Concept note for event		
List of desired speakers / talent		
List of desired attendees		
Costings sheet		
Venue hire		
Equipment hire		
Caterer		
Invitations		
Promotional materials		
Final event programme		
Facebook Page and/or Twitter Handle		
Press release		
Target media list		

A GUIDE TO SOCIAL MEDIA PROMOTION

HOW TO SET UP A FACEBOOK EVENT

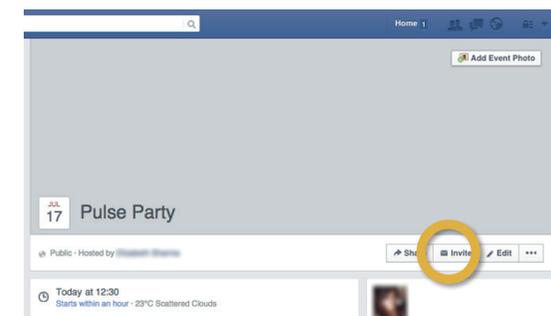
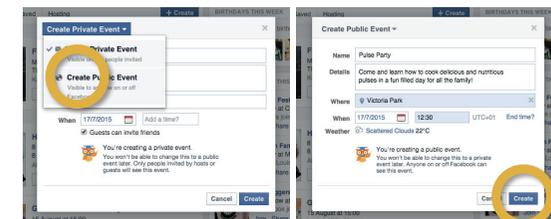
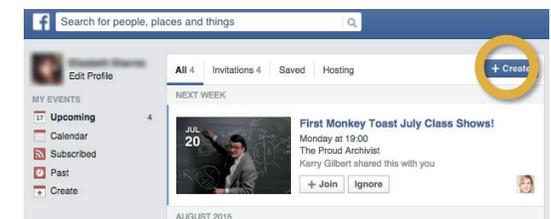
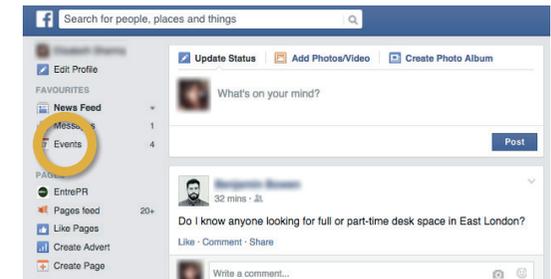
You will need a Facebook account to create a Facebook event. Once you are signed in, follows these simple steps:

1. Click “Events” on left hand menu
2. Click the blue “Create” button on the top right of the events page
3. In the following pop up window, click “Create Private Event” to reveal the drop down. Select “Create Public Event”
4. Add the Name, Description, Time and Location of your event as prompted and click “Create”
5. Click “Add Event Photo” on top right of event page and upload a JPEG with dimensions of 784 x 295 pixels
6. You are now ready to invite guests using the button “Invite”

Promoting your Facebook event

To help your event reach a targeted audience on Facebook, you may wish to promote your event using Facebook Ads. This can be accessed by clicking the three dot icon at the bottom right of your event photo. You will need a credit card to pay for the ads and can either set a daily, or overall limit, of how much you would like to spend. For more information on using Facebook Ads to promote your event, visit:

www.socialmediaexaminer.com/facebook-ads-event-marketing.



HOW TO SET UP A TWITTER ACCOUNT

Before you set up a new Twitter account (known as a handle), check if there is an existing account you would like to use, that already has a following, like your company's Twitter account. Instead of creating a new account, you could create a new hashtag (see below), which will curate Tweets about your event.

If you do decided to create a new Twitter account, you will need:

- An e mail address
- A profile photo (such as a logo)
- A cover photo (a larger picture)
- A username

In order to build up a following prior to your event, you will need to set this account up as far in advance as possible. Here are some tips for attracting the right followers:

Follow the Twitter accounts of groups that you would like to follow you and tweet about their content

- Tweet about news your target followers would be interested in
- Tweet pictures and videos
- Use hashtags that are popular among your target followers

How to Tweet

Once signed in to Twitter, you are ready to Tweet. Use the “Tweet” button at the top right of the screen to begin posting your Tweet. Remember, you can only use 140 characters, which includes spaces. The number below the text box will change to tell you how many characters you have left. If your tweet runs over 140 characters, the number will turn red and enter into negative figures. Tweets that contain images can only contain 120 characters.



TWITTER DO'S AND DON'TS

DO:

- ✓ Do keep your tweets short and sweet, using punchy language
- ✓ Do include hashtags to connect your conversation to a topic (see section on hashtags below)
- ✓ Do include a weblink to drive readers to a website with the full story / more information
- ✓ Do use images in your tweets - this will encourage more interaction
- ✓ Do retweet content from relevant organisations
- ✓ Do mention the Twitter names of other organisations you would like to see your Tweet
- ✓ Do use a polite and professional tone
- ✓ Do use calls to action like “register”, “join us”

DON'T:

- ✗ Don't use too many/unfamiliar abbreviations or acronyms
- ✗ Don't begin a Tweet with another handle, ie. @CICILSIPTIC as this tweet will only show up in your feed, and the person's feed that you have Tweeted. Instead, put mentions at the end of your Tweet or after a “.”
- ✗ Don't be too informal or include personal information in a Tweet
- ✗ Don't be too sporadic with your Tweets. Try and have a continuous flow of Tweets so your feed looks active
- ✗ Don't publicly ask people to follow you/retweet your content too often. This tactic can work if employed strategically for a few key people, but do not send more than is necessary.

WHAT IS A HASHTAG?

A hashtag (#) is a way of labelling a Tweet, so you can connect it to other Tweets about the same topic. You can search Twitter for your hashtag, and find the users that are talking about your event. It is essential for measuring how many people you have reached on Twitter.

To create your own hashtag, you need to decide on a short way of describing your event. Remember – the longer your hashtag is, the less characters people will have left to compose their Tweet.

Examples of good hashtags:

#Paris2015 – the location and year of an event is a simple and effective hashtag

#IYS15 – acronyms help keep the character count down

Examples of bad hashtags:

#pulseevent – this hashtag is too generic, it can get confused with other events

#learntocookwithpulses – this hashtag is too long and composed of too many words

EVENT SOCIAL MEDIA TOOLKIT

As soon as you have a confirmed date for your event, you can begin to promote it on social media. You can use social media to reveal the new aspects of your event, such as new speakers or activities, as they are confirmed. This will build momentum for the day itself, and continually drive traffic to your website. The two main things to remember are to:

1. Include the event hashtag that you have devised
2. Include a weblink to more information on the event

Here are some sample social media posts you can adapt in order to get started.

SAMPLE FACEBOOK POSTS

Are pulses the superfood that will help us meet future food requirements sustainably? What can we do to integrate them into our every day diets? What research is needed to ensure their uptake? Join our debate on 8 July at Local University where Important Person 1, 2 and 3 will be discussing all this and more. Register for the event now at www.weblink.com and follow.

Want exclusive tips from the head chef at COOL RESTAURANT? We are teaming up to put on a fun filled event for all the family, that will give you some new recipes that are low in fat, high in protein and delicious to boot! Get tickets now at www.weblink.com and follow #Hashtag for updates!

SAMPLE TWEETS

JOIN US on 04/07 - learn exciting ways to cook pulses with @celebritychef! Location, time. Find out more: www.weblink.com #hashtag

Want to learn to cook a delicious nutritious meal like this? Register NOW for our Cook Off ft. www.weblink.com #hashtag [INSERT IMAGE OF MEAL]

.@respectedfoodjourn will be joining our cook off at Local Park Pavillion on 04/07! www.weblink.com #hashtag [INSERT IMAGE OF JOURNALIST]

Why pulses are such a super food? NEW blog from @respectedfoodjourn who will be at our event on 04/07 www.weblink.com #hashtag

REGISTER NOW! @greatscientist launches new paper "Interesting Title" @LocalUniversity. Join the debate #hashtag www.weblink.com

Just announced! @importantCEO joins panel debate on "Interesting Title: What Needs to be Done?" RSVP now: www.weblink.com #hashtag

RESOURCES FOR EVENT PLANNERS

Eventbrite

This is a free and simple platform for organising event registration. You can create a simple page online, take payments for tickets and ask your attendees questions to find out more about them.

www.eventbrite.co.uk

Flickr

This public image gallery allows you to post pictures following your event. You can create a specific album, and label them for reuse if you want to allow other parties to publish them on their website or social networks.

www.flickr.com

TweetDeck:

TweetDeck allows you to manage multiple Twitter accounts and keep track of hashtags using one screen. You can also create columns for lists you have created on Twitter, in order to track their conversations.

www.tweetdeck.com

TweetReach:

This free online tool allows you to estimate how many tweets have used your hashtags, and ranks tweets in order of influence. You can also get an estimate of retweets and impressions. The free tool will only show you detailed analysis of the first 50 tweets, for a full report you will be charged a small fee.

www.tweetreach.com

Google Drive

Google Drive allows you to share documents with other members of your team and update them in real time. This can be useful for making sure your team has access to the most up to date information at all times, such as the number of RSVPs.

www.google.com/drive

Dropbox

DropBox is another useful way of storing information on your event online. You can upload artwork for flyers and posters, photographs and logistical information, which your team can then download.

www.dropbox.com

Trello

This website is like a digital to-do list. You can upload files, create to do lists, add labels and deadline and organise them all into cards. Add team members and track the project's progress from beginning to end. You can also sign up for email notifications when projects are updated, and sync to your smartphone or iPad as well.

www.trello.com

Base Camp

Similar to Trello, Base Camp helps you organise your team virtually. You can assign team members tasks and keep track of progress. You can also upload files that can be discussed and worked on.

www.basecamp.com

EVENT MATERIALS

Separate event materials have been designed for policy, science and consumer events. Please use the materials that correspond with your event - do not mix the styles.

You can find detailed information here that will guide you on customizing these materials, and photography that can be used.

DESIGN GUIDE

WHERE TO FIND THE RESOURCE FILES

Event kit materials can be accessed at the following Dropbox link <http://bit.ly/IYDropBox>.

TECH SPECS

The files were created using Adobe Indesign CC 2014.

If you work with an earlier version please use the .indml files that can currently be read by Adobe Indesign CS4 and later.

Each file has a reference PDF.

FONTS

Arial and Arial Bold - Standard system font.

You can also use Calibri to replace Arial when available.

Ninjascript Regular - Available for download [here](#).

Please follow licence terms from the font supplier/creator.

DESIGN DON'TS

- ✘ Don't adjust or move the Pulse Brand in any of the designs.
- ✘ Don't change or introduce any fonts. If you don't have the right fonts refer to the Pulse Brand Guidelines for instructions or alternative fonts.
- ✘ Don't use the International Year of Pulses logo without approval from the UN. Please contact the GPC Secretariat at IYP@emergingag.com for more guidance.
- ✘ Don't add to or adjust any colours in the palette. See Brand Standards guideline p.7 for colour instructions.

CONTACT

Any queries with the materials, please contact us on: IYP@emergingag.com.

PHOTOGRAPHY GUIDELINES

A library of pulse imagery and photographs suitable for use when advertising your event has been created for you to use for free:

<http://iyp2016.org/resources/photo-gallery>

We encourage you to use this library to source imagery for your event, but you are also welcome to use your own photographs. Always make sure you include relevant credits to photographers whenever necessary.

RECOMMENDATIONS FOR PHOTOGRAPHY:

- Ensure pulse imagery looks colourful and fresh.
- Ensure people in photographs are representative of your target audience.
- Ensure farm imagery includes as much nature as possible (as opposed to machinery).
- Ensure the lead imagery has a broad focus, landscapes, flowers, plants etc. If you need to use people or other points of focus, ensure they are kept on the right side of the image to minimize any text overlay from the titles.
- Secondary imagery is more flexible, please ensure it is always a full bleed.

AVOID:

- Images that are too dark, too white/bright or of low resolution.
- Images that cannot easily be identified as relating to pulses.
- “Crowded” busy images that feature too many people/activities.
- Images that includes people behind title text.
- Images that effect the readability of any of the type.



Lead images



Secondary images

POLICY EVENT MATERIAL



Pull-up Banner:

File type: Adobe Indesign

File size: 565mm X 200mm

Printable size: 2260mm X 800mm (Artwork is 25%)

Follow overprint guide in artwork for printing area guide



Poster:

File type: Adobe Indesign

File size: A3

Printable size: A4-A2



Printed invitation:

File type: Adobe Indesign

File size: A5

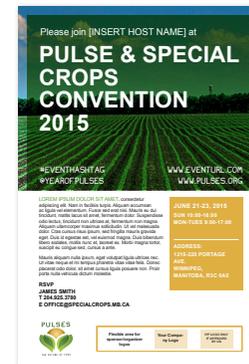
Printable size: A5



PowerPoint:

File type: Microsoft powerpoint

File size: 1028px X 768px (4:3)



Event flyer:

File type: Adobe Indesign

File size: A5

Printable size: A5-A4

E-invitation:

File type: Adobe Indesign

File size: 800px X 600px

Guide. Use header as image and code HTML all text and imagery on the white background

TEMPLATE POSTER DESIGN GUIDE - POLICY

Lead image:

Interchangeable lead image. Please use image guidelines on p.17 for style guidance. The image needs to be large to ensure high-quality when printed. We recommend a size of roughly 2400 x 3000px, 8.0 x 10.0" @ 300.0 dpi minimum.

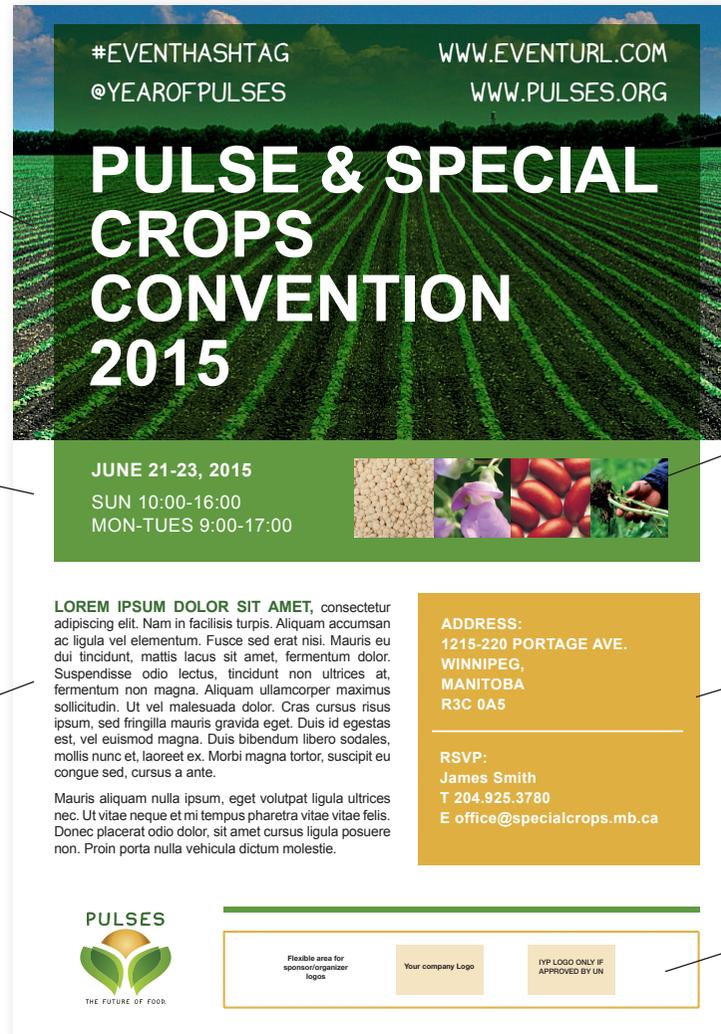
Date/time text:

Use this space to add the date and time of your event. Use the word format provided and do not overflow the area. If you need more space, reduce the font size of the whole text, ensure the font remains legible when in its output format. Do not increase font size.

Summary text:

Enter no more than 120 words to entice people to come to your event. This can include names of speakers, key themes and networking opportunities. The copy should not overflow the designated space. If there is less copy, align it from the top. Do not increase font size to fit the space.

Everything not labelled here should remain as per the example. Please follow this guidance as closely as possible when creating all other materials in the suite.



Title text:

Use this space to add your event title. This should be no longer than 6 words. Keep the font size, leading and alignment as per this example. If you need more space, reduce the font size of the whole text box and ensure the leading automatically adjusts. Do not go smaller than 85%. Event hashtag and URL guides, remove if not required. Do not remove or alter the @YearofPulses handle or www.pulses.org URL.

Secondary imagery:

Use imagery of pulses at any stage of life with tight full bleed crops. If you need to use less than 4 images, keep the squares the same size and align from the right image. See guide on p.17 for image guidance.

Address and RSVP text:

Add address and RSVP information below the fixed titles. Use the same font size and leading here, unless you have more text. Text must not overflow or touch the edge of the orange box.

Logo area:

Add your company and/or any sponsor logos in a line below the green stripe. These should be aligned and equally spaced from the left and in line with the end of the green stripe. We encourage you to use the GPC logo here as well. Only use the official International Year of Pulses 2016 logo if this has been approved by the UN.

SCIENCE EVENT MATERIAL



Pull-up Banner:

File type: Adobe Indesign
File size: 565mm X 200mm

Printable size: 2260mm X 800mm (Artwork is 25%)

Follow overprint guide in artwork for printing area guide



Poster:

File type: Adobe Indesign

File size: A3

Printable size: A4-A2



Printed invitation:

File type: Adobe Indesign

File size: A5

Printable size: A5



Powerpoint:

File type: Microsoft powerpoint

File size: 1028px X 768px (4:3)



Event flyer:

File type: Adobe Indesign

File size: A5

Printable size: A5-A4



E-invitation:

File type: Adobe Indesign

File size: 800px X 600px

Guide. Use header as image and code HTML all text and imagery on the white background



TEMPLATE POSTER DESIGN GUIDE - SCIENCE

Title text:

Use this space to add your event title. This should be no longer than 6 words. Keep the font size, leading and alignment as per this example. If you need more space, reduce the font size of the whole text box and ensure the leading automatically adjusts. Do not go smaller than 85%. Event hashtag guide, remove if not required. Do not remove or alter the @YearofPulses handle.

Date/time text:

Use this space to add the date and time of your event. Use the word format provided and do not overflow the area. If you need more space, reduce the font size of the whole text, ensure the font remains legible when in its output format. Do not increase font size.

Summary text:

Enter no more than 120 words to entice people to come to your event. This can include names of speakers, key themes and networking opportunities. The copy should not overflow the designated space. If there is less copy, align it from the top. Do not increase font size to fit the space.



Lead image:

Interchangeable lead image. Please use image guidelines on p.17 for style guidance. The image needs to be large to ensure high-quality when printed. We recommend a size of roughly 2400 x 3000px, 8.0 x 10.0" @ 300.0 dpi minimum.

Secondary imagery:

Use imagery of pulses at any stage of life with a tight full bleed crop. Avoid any imagery that clashes with the colour of the large image. See guide on p.17 for more image guidance.

Address and RSVP text:

Add address and RSVP information below the fixed titles. Use the same font size and leading here when possible. Text must not overflow or touch the edge of the green box.

Logo area:

Add your company and/or any sponsor logos in this space. These should be aligned and equally spaced from the right. We encourage you to use the GPC logo here as well. Only use the official International Year of Pulses 2016 logo if this has been approved by the UN.

Add the URL for the event in the guide space above the www.pulses.org URL. Do not remove or alter the www.pulses.org URL.

Everything not labelled here should remain as per the example. Please follow this guidance as closely as possible when creating all other materials in the suite.

CONSUMER EVENT MATERIAL



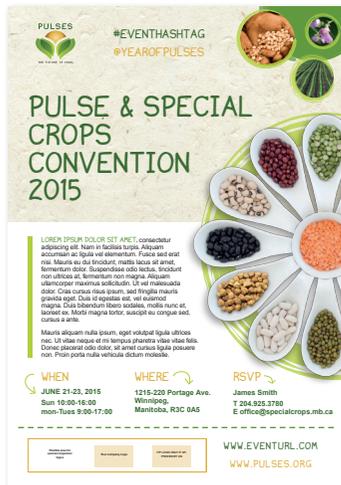
Pull-up Banner:

File type: Adobe Indesign

File size: 565mm X 200mm

Printable size: 2260mm X 800mm (Artwork is 25%)

Follow overprint guide in artwork for printing area guide



Poster:

File type: Adobe Indesign

File size: A3

Printable size: A4-A2

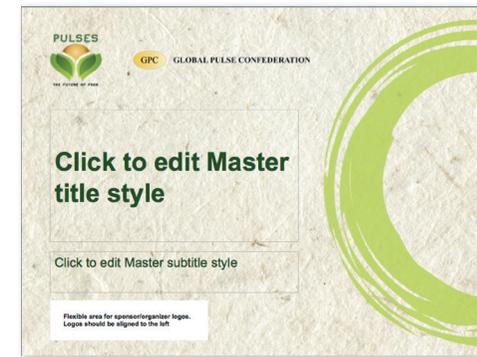


Printed invitation:

File type: Adobe Indesign

File size: A5

Printable size: A5



PowerPoint:

File type: Microsoft powerpoint

File size: 1028px X 768px (4:3)



Event flyer:

File type: Adobe Indesign

File size: A5

Printable size: A5-A4



E-invitation:

File type: Adobe Indesign

File size: 800px X 600px

Guide. Use header as image and code HTML all text and imagery on the white background

TEMPLATE POSTER DESIGN GUIDE - CONSUMER

Title text:

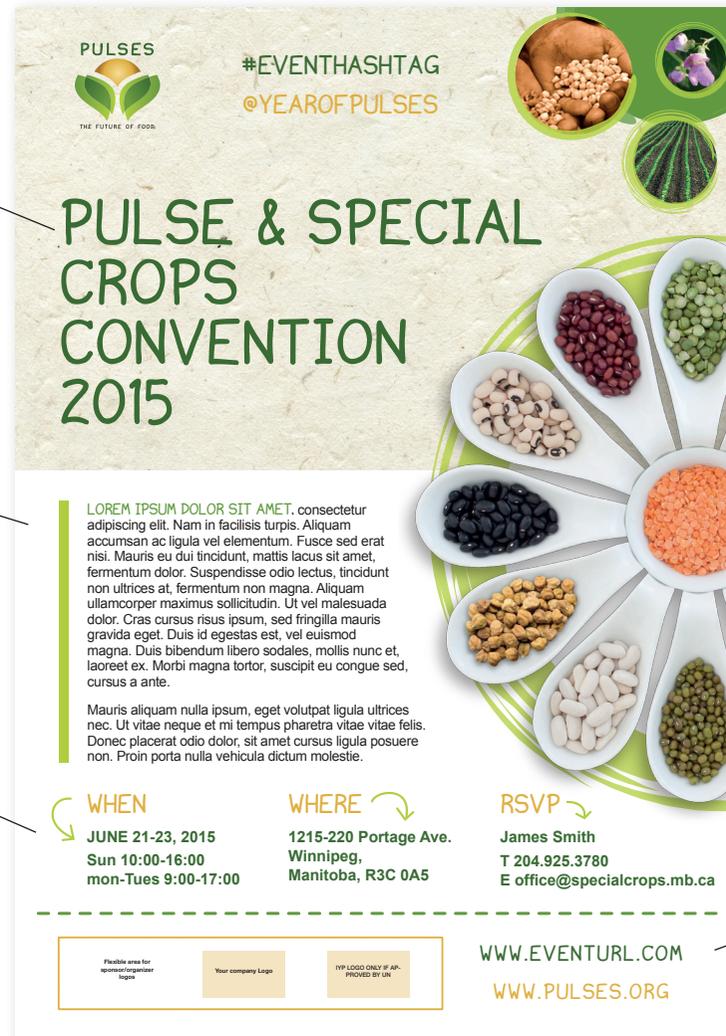
Use this space to add your event title. This should be no longer than 6 words. Keep the font size, leading and alignment as per this example. If you need more space, reduce the font size of the whole text box and ensure the leading automatically adjusts. Do not adjust to smaller than 85%. Event hashtag guide, remove if not required. Do not remove or alter the @YearofPulses handle.

Summary text:

Enter no more than 120 words to entice people to come to your event. This can include names of speakers, key themes and networking opportunities. The copy should not overflow the designated space. If there is less copy, align it from the top. Do not increase font size to fit the space. Bold and colour green the first part of the first sentence only.

Date, Address and RSVP text:

Add your date/time, address and RSVP information here. Use the word format provided and do not overflow the area. If you need more space, reduce the font size of the whole text, ensure the font remains legible when in its output format. Do not increase font size.



Secondary imagery:

Up to 3 changeable secondary images. They should always be circular with the green "painted stroke" over the top. Make sure the images fill the full circle, no borders/gaps should be visible. See guide on p.17 for image guidance.

Lead image:

Lead image should always be the Pulse wheel over the green "painted strokes" with the paper texture background. You may rotate the wheel to show the Pulses related to the event.

Logo area:

Add your company and/or any sponsor logos in a line below the green dotted line. These should be aligned and equally spaced from the left. Please refer to the specific logo guidelines to ensure there is enough white space around the logo. We encourage you to use the GPC logo here as well. Only use the official International Year of Pulses 2016 logo if this has been approved by the UN.

Add the URL for the event in the guide space above the www.pulses.org URL. Do not remove or alter the www.pulses.org URL.

Everything not labelled here should remain as per the example. Please follow this guidance as closely as possible when creating all other materials in the suite.