

2025 SOCIAL MEDIA ACTIVATION PACK

14-16 January 2025

King Abdulaziz International Conference Center,
Riyadh, Saudi Arabia



Organized by

وزارة الصناعة
والتجارة
Ministry of Industry and Mineral Resources



Endorsed by



وزارة الطاقة
Ministry of Energy



وزارة الصناعة
والتجارة
Ministry of Industry and Commerce



وزارة الاستثمار
Ministry of Investment



GUIDELINES AND RECOMMENDED PRACTICES



TONE, VOICE & MESSAGING

We would be delighted to collaborate with you and publish content that is consistent with the FMF brand. Reflecting the event's unique identity, we welcome your support by publishing new or circulated content in line with FMF's key characteristics of voice. Such as "confident," "grounded," "authentic," "passionate" and "dynamic."



CROSS-PROMOTIONS

We encourage you to utilize repurposed FMF content as a powerful way to boost awareness around your participation. In some occasions where the FMF team has captured citations from industry leaders, where appropriate and as often as possible, the FMF team will seek approvals in advance of publishing. Also seeking a link back from the relevant organizations for additional exposure.



COORDINATE WITH THE OFFICIAL ACCOUNTS

If you desire to publish new content that is related to the event and not yet published on the FMF social media accounts, we would be delighted to coordinate with you a suitable date and time of publishing to increase visibility and interaction.



CONSISTENCY AND HASHTAGS

A great way to achieve highly engaging social content to the intended audience, is by consistent interactions. We recommend the use of the following message when repurposed content is being published.

"Join us and 20,000+ participants from 170+ countries at the world's leading gathering on minerals. Through the (invite only) ministerial roundtable, Strategic Conference and International Exhibition, and specialised Hubs, the global conversation on minerals takes center stage."

PROMOTE YOUR PARTICIPATION WITH CUSTOM BRANDING ASSETS



Make the most of custom-made banners featuring their brand. These versatile assets are designed to amplify your presence and can be utilized across various platforms, such as social media campaigns or even integrated into your email signatures, ensuring your participation stands out to your audience.

To enhance your promotion further, we also offer the option to collaborate with your marketing teams to develop custom web banners. These tailored assets are ideal for showcasing your participation on your website.





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For Sponsorship enquiries: partner@futuremineralsforum.com

For Exhibition enquiries: sales@futuremineralsforum.com

For Media enquiries: media@futuremineralsforum.com

For General enquiries: info@futuremineralsforum.com

REGISTER TO ATTEND

To learn more about the event and levels of participation,
please scan the QR code below

