

THE DIGITAL EDITION  
30, 31 MARCH & 1 APRIL 2021



**RailTech**<sup>®</sup>  
**EUROPE '21**  
**LIVE**

HOST

**ProRail**

# SOCIAL MEDIA GUIDELINES

As a speaker on RailTech Europe 2021, we would like to ask you to share the event within your network. To make this as easy as possible for you, we have composed these guidelines, including post suggestions you can copy.

In the accompanying email, you will also find a personalised banner that includes the content of your presentation to share.

## LINKEDIN



- Use **#RailTechlive** in all your event related messages
- Use the special RailTech speaker banner
- Mention **@RailTechnews** and we'll share your messages

## FACEBOOK



- Use **#RailTechlive** in all your event related messages
- Use the special RailTech speaker banner
- Mention **@railtecheurope** and we'll share your messages

## TWITTER



- Follow and mention **@railtecheurope** and we'll retweet your messages
- Use the special RailTech speaker banner
- Use **#RailTechlive** in all your event related messages

## POST SUGGESTIONS

I am speaking at the RailTech Europe 2021 // LIVE on 30, 31 March and 1 April about *[topic]*. Are you joining me? More info and registration: [#RailTechlive](https://www.railtechlive.com/#RailTechlive) #digital #rail @RailTech news

Join me at the RailTech Europe 2021 // Live and hear more about *[topic]*. @RailTech news. Registration via: <https://www.railtechlive.com/> . #RailTechlive #conference #networking

Are you joining me at the RailTech Europe 2021? I am speaking about *[topic]*. See you there! More info and registration: <https://www.railtechlive.com>. #RailTechlive #digital #conference #rail #networking

## INVITATION AS PART OF YOUR NEWSLETTER/MAILING

On 30, 31 March and 1 April, *[NAME SPEAKER]* is speaking at RailTech Europe 2021 // LIVE. Are you interested to hear more on *[TOPIC]*? We invite you to join us at the digital edition of the RailTech Europe 2021! As our business relation we offer you a 25% discount on the registration fee by using the VIP code **RTE21SPKR**.

The need for industry professionals to come together and share insights in current developments is bigger than ever. This is the time to plan and invest in the mobility infrastructure and networks of the future. RailTech Europe 2021 will be the digital meeting place for the rail industry, fully focused on matchmaking and content.

Please have a look at the event website: [www.railtechlive.com](http://www.railtechlive.com)

We hope to see you there!