ULI

17-27 MAY 2021
ASIA PACIFIC SUMMIT
CONNECT WITH THE WORLD OF REAL ESTATE
VIRTUAL + IN PERSON: TOKYO

ENGAGEMENT TOOLKIT

INTRODUCTION

We can't wait to connect with you during the 2021 ULI Asia Pacific Summit! In the meantime, we'd love your help to spread the word and share your news about attending the #ULIAPSummit. To help get the word out about your participation, we've put together this toolkit, complete with resources, sample posts, and suggested messaging. Whether you are a speaker, a partner, a participant, or a sponsor, we hope this toolkit is an excellent place to help you get started. For any meeting-related social media posts, please use our official hashtag, #ULIAPSummit. And please don't forget to follow the Urban Land Institute Asia Pacific on Facebook, Twitter, Instagram, and LinkedIn to stay up to date, and share #ULIAPSummit content with your networks. apacsummit.uli.org

in @ULI Asia Pacific

f @ULIAsiaPacific

○ @ULI_AsiaPac

✦ @ULIAsiaPacific

SOCIAL MEDIA

SAMPLE CAPTIONS

Copy and paste any of the sample messages below to share on any channel, or craft your own message about **#ULIAPSummit.**

ATTENDEES:

• I'm excited to attend the 2021 ULI Asia Pacific Summit! Join me and peers from every sector of the real estate industry for this pivotal [Insert ULI handle] event. **#ULIAPSummit**.

• Join me at the 2021 ULI Asia Pacific Summit this May. This engaging, highly interactive event brings together leaders from every sector of the real estate industry across the globe. #ULIAPSummit

SPEAKERS:

• Excited to be presenting at the 2021 ULI Asia Pacific Summit! Register now to hear from global leaders at the cutting edge of the real estate industry —like me—as we debate the future of the built environment. **#ULIAPSummit.**

SPONSORS:

• We're proud to be sponsors of the 2021 ULI Asia Pacific Summit! Don't miss the essential real estate event of this year, bringing together leaders from every sector of the real estate industry across the globe.**#ULIAPSummit.**

I'M ATTENDING

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I'M SPEAKING

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Additional text

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COVER PHOTO

A cover photo is an image on a **Facebook, LinkedIn and Twitter profiles**. Unlike a profile picture, a cover photo is a large banner graphic that introduces visitors to an individual or brand. A Facebook cover photo appears exclusively on your individual Facebook timeline. This means your followers will need to visit your profile to see it. Your followers will also see on their timeline when you change your cover photo image. Cover photos allow users to convey more information than a profile picture can. Use the **#ULIAPSummit** cover photo on your page to generate excitement with your network.

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VIRTUAL BACKGROUNDS

Virtual backgrounds limit distractions behind you and help you and others focus on meeting content. A selection of branded virtual backgrounds has been created for your convenience.

TIPS:

• When using a virtual background, remaining somewhat still will help reduce any odd halo effects.

• Avoid setting up where people might walk behind you. Even shadow movement near you can trigger odd virtual noise in your background.

• Don't wear the same color as your background. This could cause you to blend in with your surroundings.

• Ensure that your computer or camera is stationary instead of in your lap.

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