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| **Information needed for our DES – Eventmodule**  *The Digital Event Space (DES) works digital-only and as extension (hybrid) to the physical tradeshow. It offers full experience for all target groups that cannot attend the physical event and supports the on-site visitors. When it comes to participation and exclusive information, the eventmodule is the heart of every DES.*  *For inspiration see:* [*https://solutions.covestro.com/en/events*](https://solutions.covestro.com/en/events)  *Please make sure to follow the templates structure.*  *Once the content is published and changes are made: Please always work in track changes.*  Content of this document: Please note that all characters include spaces.   1. [Mock-up](#_Mock-up) 2. [Content template to be filled](#_Content_template_to) 3. [Social Media Promotion](#_Copy_(optional)) (organic)  Mock-up |

# Content template to be filled

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| **SEO Data Meta description** | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Event Type** |  |  | E.g. Webinar, DES, Talk, Keynote |
| **Event Title** |  |  | E.g.K 2022 |
| **Language** |  | **[X]** English  **[ ]** German  **[ ]** Chinese |  |
| **Display name** |  |  | For URL and item name in content tree (don’t use ®, ™ or Umlauts …) – keywords optimization, needs to be specific depending on the event type |
| **SEO Data** | | | |
| **Meta Title** | 25 |  | For search result snippets, search engine listings and page tabs |
| **(Meta) description** | 125 |  | Short description for teaser & snippet display and for search engine listings |
| **Primary Keyword** |  |  | Main keyword to be used H1 (Introduction title) and throughout content |
| **Secondary Keywords** |  |  | Further keywords, up to 10 words or word combinations |

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| **Stage** | | | | |
|  | | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Stage Image**  **1920\*440 px** Please avoid text on image. The images will be automatically cropped, and the text may be unreadable. | | | | |
| **Stage Image** | |  |  | Media Assistant ID E.g. 8E183234-C085-42C2-B6D4BF79881C032D |
| **Stage CTA** | | 30 |  | E.g. Register now; Get in touch  CTA can trigger a contact form, a newsletter registration or an iCal download |
| **Link in stage** | |  |  | Optional  An additional link can be placed in the stage |
| **Stage H1** | | 80 |  | Headline naming the event  This HL is shown above the dates |
| **Content tag** | |  | [ ] Conference  [ ] Digital Event  [ ] Keynote  [ ] Talk  [ ] Webinar Live  [ ] Webinar on demand |  |
| **Add to calendar functionality** | |  | **[x]** Yes **[ ]** No | A calendar file is downloaded via click and can be added to the user's calendar |
| **Start date + time** | |  |  | E.g. 15.04.2023, 1 pm (CET) |
| **End date + time** | |  |  | E.g. 19.04.2023, 2.30 pm (CET) |
| **Time visibility** | |  | [ ] Don’t show date + time  [ ] Remove date + time after event |  |
| **Speaker Name – 1** | |  |  | Optional |
| **Speaker Job Title – 1** | |  |  | Optional |
| **Speaker Company – 1** | |  |  | Optional |
| **Location** | |  |  | E.g. Germany, Düsseldorf |
| **Location description** | |  |  | E.g. Messe Düsseldorf - Hall 6, Covestro booth (optional) |
| **Language of the event** | |  | [X] English  [ ] German  [ ] Chinese |  |
| **Event description** | | 300 |  | Intro copy about the event or topic of the talk / webinar / keynote  *This is the copy below the dates and will be shown on the event teaser* |
| **iFrame (Moving Images live stream or recorded video via Moving Images ID)** | | | | |
| **Video ID** | |  |  | Moving Images ID |
| **Gated** | |  | **[x]** Yes **[ ]** No |  |
| **Video caption** | | 100 |  | Optional  E.g. Markus Steilemann at Messe Düsseldorf |

*Disclaimer: In case you want to set up a Digital Event Space, you can add all possible modules. Please use the correct briefing from the* [*All modules pages*](https://solutions.covestro.com/en/highlights/articles/cases/2019/all-modules/page-content/talks-module)

*For inspiration see:* [*https://solutions.covestro.com/en/events*](https://solutions.covestro.com/en/events)

# Social Media Promotion (organic)

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| **LinkedIn** | | | |
|  | **Max. char.** | **English** | Characters include spaces and all characters (letters, numbers, symbols and yes, even our precious emojis) |
| **Mandatory to be filled by the BE** | | | |
| **Post Target** |  | E.g.: Post engagement, LinkedIn reach (impressions), generate SC traffic (clicks, CTR), video views | *As* ***briefing information for the copywriter****, the following information is essential: What do we want to achieve?  Please provide your* ***most important KPI.*** *This helps to give recommendations on playout (MyCompany, targeted or to all followers, or to give the draft “the right spin”)* |
| **To be filled by the (Social Media) Copy Writer from above** | | | |
| **LinkedIn Post Caption** (Proposal) | 3.000 | Limit before “See More” button:  140 characters | *Make sure to implement the* ***Key Message*** *within the first two to three lines to get the reader’s attention directly. Can we connect our topic to a current trend/ to sth. a broader audience is interested, the better.*  *The less promotional the caption, the better we will perceived. ..and the post perform.*  *Algorithm changes: so we can’t say short or long textures are better. Golden rule should be as long as needed, and as short as possible.*  *CTA: What should the reader do after reading our posts? (e.g. Learn more, visit us,..)  Profile(s) to be tagged: please prefix with "@" sign.*  *Include up to 4 #keywords – most if not all, at the end of the texture.* |
| **LinkedIn Asset Headline:** | |  | *LI Document/Carousel Title:  [limited to 58 characters]*  *LI Video Title: [limited to 150 characters]* |
| **LinkedIn Asset(s):** *Please save the media file under  “add attachment” in Kapost  (no Media Hub Number needed)* | |  | *Images need an image headline  (to amplify the message) and a logo. All documents (carousels, videos; pdfs e.g. article/interview) additionally need a LinkedIn headline / CTA (explicitly for the asset)*  *With videos we always need a catchy Thumbnail Image (with a headline).* |