**GS1 Industry & Standards Event 2024**

**Social media campaign**

**Background and objective:** We invite all MOs to "make our event your event" by encouraging industry members to attend. Our goal in promoting this event is to engage more industry participants, thereby amplifying its impact. This event holds immense value for the community and supports our collective vision to transform the industry together.

Registration is complimentary and straightforward. During the registration process, attendees will be asked, "Who invited you?" Please provide your members with a name to enter during registration, or you can supply us with a list of your invitees.

**Target audience:** Members of industry

**Timing of campaign:** 19 August – 19 September 2024

**Content/channels:** LinkedIn, X(Twitter), Facebook, any social media that is local in your country

**Visuals**

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**Key messages**

* You want to attend this event to make an impact in your industry and help transform industry together
* Using the power of GS1 standards and solutions to help solve today's most pressing business challenges

**Hashtags**

* **#GS1standards2024 #qrcode #healthcare #circulareconomy #retail #barcode #marketplaces #healthcare #construction**

**Assets to share:**

* [standards-event.gs1.org](http://standards-event.gs1.org)
* <https://standards-event.gs1.org/sites/default/files/MO_Kit_IS_Event_2024.zip> (Link to all assets: Newsletter, Images, etc)

**Social posts,**

**Post any time before the event 16-19 September, In addition feel free to share or use any messages we post on our official account promoting the event.** [**LinkedIn**](https://www.linkedin.com/company/gs1/) **&** [**X**](https://x.com/gs1)**.**

**X**

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| **Proposed text** |
| Join us for [@GS1](https://x.com/gs1) Industry & Standards Event 2024 from 16-19 Sept! 🌐 Participate in impactful sessions with leaders and tech experts to solve business challenges with GS1 standards and solutions. Don't miss out and register at <https://standards-event.gs1.org>  #GS1standards2024 |
| Professionals with business & technical backgrounds should attend [@GS1](https://x.com/gs1) Industry & Standards Event 2024! This is tailored for those in #retail #marketplaces #CPG #freshfoods and #healthcare. Innovate, network & gain insights. Register at <https://standards-event.gs1.org> #GS1standards2024 |
| Excited to delve into next generation barcodes at the [@GS1](https://x.com/gs1) Industry & Standards Event! 🚀 Join us for sessions exploring the latest advancements and practical implementations.  🔗 Learn more & register: <https://standards-event.gs1.org/>  #GS1standards2024 #retail #qrcodes |

**LinkedIn or Facebook**

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| **Proposed text** |
| Join us virtually for the [GS1](https://www.linkedin.com/company/gs1/) Industry & Standards Event 2024 from 16-19 September! 🌐 Over 1,000 business leaders and technology experts from more than 80 countries will come together in 25+ engaging sessions to tackle today's biggest business challenges using the power of GS1 standards and solutions.  This is your chance to participate in discussions that could significantly impact your business – be part of the collaboration!  Don't miss this opportunity and let's transform tomorrow together! Register now at <https://standards-event.gs1.org/>   [#GS1standards2024](https://www.linkedin.com/feed/hashtag/?keywords=gs1standards2024&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7219401949463412736) [#retail](https://www.linkedin.com/feed/hashtag/?keywords=retail&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7219401949463412736) [#marketplaces](https://www.linkedin.com/feed/hashtag/?keywords=marketplaces&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7219401949463412736) [#healthcare](https://www.linkedin.com/feed/hashtag/?keywords=healthcare&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7219401949463412736) [#construction](https://www.linkedin.com/feed/hashtag/?keywords=construction&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7219401949463412736) |
| Professionals with business and technical backgrounds should attend the [GS1](https://www.linkedin.com/company/gs1/) Industry & Standards Event 2024! 🌐 This event offers an unparalleled opportunity for collaboration, networking, and growth, tailored specifically to those in the following industries: -Retail -Marketplaces -Consumer Packaged Goods -Fresh Foods -Healthcare Whether you're looking to explore cutting-edge innovations, establish meaningful connections, or gain insights into the latest trends in standards and solutions, this event promises to be a valuable experience for everyone involved. Register now at <https://standards-event.gs1.org/>  [#GS1standards2024](https://www.linkedin.com/feed/hashtag/?keywords=gs1standards2024&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7224807203205976067) [#retail](https://www.linkedin.com/feed/hashtag/?keywords=retail&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7224807203205976067) [#marketplaces](https://www.linkedin.com/feed/hashtag/?keywords=marketplaces&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7224807203205976067) [#healthcare](https://www.linkedin.com/feed/hashtag/?keywords=healthcare&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7224807203205976067) [#construction](https://www.linkedin.com/feed/hashtag/?keywords=construction&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7224807203205976067) |
| At the [GS1](https://www.linkedin.com/company/gs1/) Industry & Standards Event, we are excited to delve into the transformative topic of next generation barcodes. Our sessions will explore the latest advancements and practical implementations of these cutting-edge barcodes powered by GS1.   * Implementing Next Generation Barcodes Powered by GS1 (16 Sept. @ 14:00 CET) * Next Generation Barcodes Powered by GS1 - Implementation 'Nuts and Bolts' (16 Sept. @ 16:00 CET)   Join us to stay ahead of the curve and gain invaluable insights into the future of barcoding technology.  Learn more about the programme and register at <https://standards-event.gs1.org/> #GS1standards2024 #retail #qrcodes |