Welcome and thank you for supporting the GlobalPhilly™ 2013 Exposition. Your time and energy getting the message out to your staff, clients, partners and the media will help us tremendously to make this exposition a successful venture, visibly raising the profile of Philadelphia as a truly international city and enhancing local awareness about the global activities taking place here.

About this toolkit

In this packet, you will find several tools to help your organization spread the word using different media strategies. Traditional media and social media have separate strengths. Rather than choosing to focus energy and resources on one or the other, we recommend using both formats to connect with stakeholders to further the message. We encourage you to reach out to your preferred media outlets with information regarding GlobalPhilly™ 2013, and “pitch” coverage of the GP13 Expo events via online media, newspapers, television and radio programs, magazines, and other outlets.

Tips for communication

- Establishing key messages at the beginning of your media outreach efforts helps everyone in your organization speak with one voice about the event you are organizing and the GP13 Expo in general.
- The messages you develop should be succinct and understandable to your target audience.
- Your organization’s key messages should be incorporated throughout all your communication materials, such as fact sheets, speeches or articles.
- Don't hesitate to use the sample key messages detailed in this toolkit throughout the spring and summer and during the GP13 Expo. These can be tailored to your specific outreach activities.
Exposition Background

GlobalPhilly™ 2013, Greater Philadelphia’s first ever public exposition of its international resources, programs, activities, and assets, will be held at locations throughout the City of Philadelphia and the surrounding region between September 15 and November 1, 2013.

Presented by the Global Philadelphia Association, this Exposition aims to showcase the offerings of the Association’s broad and diverse membership, and other international actors that might wish to participate, bringing attention to their work, building audience for their programs, and raising awareness within Greater Philadelphia of the Region’s international character and potential.

GlobalPhilly™ 2013 includes more than 55 confirmed events or activities organized by a participating organization, independently or in combination with others.

There are different types and sizes of events, branded under the following categories: Advocacy, Arts, Commerce, Cuisine, Education, Heritage and Sports. Some events will attract larger audiences, while others will cater to smaller, more niche audiences.

Events will include: a symposium by the Children’s Hospital of Philadelphia, International Showcase of the World Trade Center of Greater Philadelphia, GlobalPhilly™ 2013 appetizers served in 7 top international restaurants, the “What We Sow” 7*70 Community Meal of Philadelphia Mural Arts, and a soccer tournament during United Nations Day co-organized by the United Nation Association of Greater Philadelphia.

The most up-to-date-list of confirmed/pending events is published in our website.

A detailed GlobalPhilly™ 2013 Passport will be published online in early September, and will enable the public to browse events sorted by date and category. Events will be classified as either “Walk-in” for the general public, “Registration Required” for limited audiences, or “By Invitation Only” for specific targeted audiences. Some events will be without cost, while others will charge an entrance fee (at the discretion of the event proprietor).
How you can be part of the GlobalPhilly™ 2013 message

1. Add our logo or banner to your website with a link to the GP13 website: http://globalphiladelphia.org/initiatives/globalphilly2013

2. Spread the word about the Exposition through social media: Blogs, Facebook, Twitter, Linkedin, Pinterest and other platforms. {samples are below}

3. Promote the Exposition to your staff, partners, customers or members, to your friends and peers in-person or through your newsletters and email communication {samples are below}

4. Seek media coverage for the event your organization is putting forward as part of GlobalPhilly™ 2013, and mention the diversity of the Expo events. {you can find all the details in our Pressroom}

Materials you can use

1. GlobalPhilly™ 2013 logos and stamp
You can use the official logos on your website, in your newsletter or any publication that can promote one or many events taking part of the Exposition. They can all be found in our Pressroom

The stamp to use if you are GP13 event organizer.
Our official GlobalPhilly™ 2013 logo

GLOBAL
PHILLY™
2013

Our GlobalPhilly™ 2013 social media logo

GlobalPhilly13
2. GlobalPhilly™ 2013 Video

Global Philadelphia Association put together a 2 minutes trailer video to present GlobalPhilly™ 2013 exposition.

Don’t hesitate to like it, share it and embed it in your website, blog, newsletter and social media in general.

Here is the link: http://www.youtube.com/watch?v=ss-WYzZEgMw
3. Social Media

Blog posts
- Share our Tumblr posts via social media.
- Share our Global Philadelphia Association news and events via social media.
- Write a blog post about GP13 - Please contact Kathleen Quigley, our PR Director for information kathleen.quigley@globalphiladelphia.org. You can find our Press Releases here.

Facebook
- “Like” us by clicking here.
- Share our FB posts with your Facebook friends and on the relevant pages.
- List of Facebook sample messages:

Don't miss the November 1st CHOP symposium at the end of the GlobalPhilly™ 2013 exposition: This year's theme is “violence against children”. Find out more on http://globalphiladelphia.org/initiatives/globalphilly2013

SAVE THE DATE - GlobalPhilly™ 2013 will span 47 days from September 15 to November 1, with rich and diverse events hosted throughout the city by our members: International individuals and organizations in the Greater Philadelphia Region http://globalphiladelphia.org/initiatives/globalphilly2013/content/events

If you like fine food and culinary arts, make sure to order the GlobalPhilly™ 2013 appetizers in one of the following restaurants between September 15 and November 1: Sbraga, Tashan, Bistro la Minette, La Calaca Feliz, Zama, Zinc, Han Dynasty. http://globalphilly13.tumblr.com/post/48054886535/kevin-sbraga-the-winner-of-top-chef-season-7-and

The world is happening in PHL, through GlobalPhilly™ 2013, a truly international exposition of the Philadelphia Region's global talents, resources and heritage. More than 55 confirmed events and activities organized by Global Philadelphia Association members. Seven categories: Advocacy, Arts, Commerce, Cuisine, Education, Heritage, and Sports. Checkout the full program: http://globalphiladelphia.org/initiatives/globalphilly2013/content/event
GlobalPhilly™ 2013, Greater Philadelphia’s first ever public exposition of its international resources, programs, activities, and assets, will be held throughout the City of Philadelphia and the surrounding region between September 15 and November 1, 2013.
http://globalphiladelphia.org/initiatives/globalphilly2013/content/events

GlobalPhilly™ 2013 includes more than 55 confirmed events or activities. There are different types and sizes of events, covering Advocacy, Arts, Commerce, Cuisine, Education, Heritage and Sports. Some events are big and already well-known events, some are for a targeted and smaller audience and others were created specifically for the exposition. http://globalphiladelphia.org/initiatives/globalphilly2013/content/events

Some of the confirmed events during GlobalPhilly™ 2013:
- Children’s Hospital Of Philadelphia symposium,
- International showcase of the World Trade Center of Greater Philadelphia
- GlobalPhilly™ 2013 appetizers crafted and served in 7 top restaurants: Sbraga, Tashan, Bistro la Minette, La Calaca Feliz, Zama, Zinc, Han Dynasty.
- “What We Sow” Community Meal of Philadelphia Mural Arts
- Soccer tournament during United Nations day organized by the United Nation Association of Greater Philadelphia.

The most up-to-date-list of confirmed/pending events is published in our website.

LinkedIn
- Join our group by clicking here.
- Share our LinkedIn posts with your LinkedIn network and in the relevant groups.
- List of LinkedIn sample messages

Pinterest
- Follow us by clicking here
- Repin whatever you like
Twitter

- Follow GlobalPhilly13 by clicking here
- Follow GlobalPhila by clicking here
- List of Twitter sample messages

Checkout #GP13 a unique exposition to spotlight the region and build public awareness of #PHL as a #Global city http://bit.ly/18oHkLO

#GP13 will feature over 55 events from our member organizations #GPA #PHL http://bit.ly/19jJi38

Discover the world in Philadelphia, through #GP13 a truly international exposition of the region’s global talents, resources and heritage

#GP13 will include a large ranging of events: business, culinary, sports, arts, education #Global #Diversity #PHL http://bit.ly/19jJi38

Great events are organized regularly in Philly. In the fall a whole expo is dedicated to #PHL #Global city http://bit.ly/19jJi38

#GP13 will span 47 days from Sept 15 to Nov 1 and #events will be hosted throughout the city by #GPA#Global members http://bit.ly/18oHkLO

#CHOP symposium of @ChildrensPhila and International Showcase of @WTCphila are all part of #GP13 #PHL http://bit.ly/18oHkLO

#GP13 will bring together many of the city’s major global talents in an effort to brand Philadelphia as a global city.

“What We Sow” #Meal of @MuralArts and UNDay of @UNAGP #PHL are all part of GP13 http://bit.ly/18oHkLO

#GP13 specially crafted appetizers will be served by several top #philly restaurants including @Ksbraga and 6 others http://bit.ly/18xclip

The world is happening in #PHL this fall. Check out #GP13 http://bit.ly/18oHkLO

#GP13 will be the first international exposition for Philadelphia’s global talent #Global #PHL http://bit.ly/18oHkLO
3. Sample of Event calendar listing

Title: GlobalPhilly™ 2013 – October 5th - features "What We Sow” a Community Meal hosted by Philadelphia Mural Arts

GlobalPhilly™ 2013, Greater Philadelphia’s first ever public exposition of its international resources, programs, activities, and assets. The exposition will feature different types and sizes of events, covering Advocacy, Arts, Commerce, Cuisine, Education, Heritage and Sports. Some events are big and well-known events, some are for a targeted and smaller audience and others were created specifically for the exposition.

It will be held throughout the City of Philadelphia and the surrounding region between September 15 and November 1, 2013.

On October 5th, the 30th anniversary of the Mural Arts in Philadelphia will culminate with the “What We Sow” Meal, a collaboration between Mural Arts and internationally renowned artists, Lucy + Jorge Orta. This visual and performance art piece will gather people around a communal table to engage in conversation about the issues of heirloom foods and their role in creating a healthier food system. The Meal will feature a simple menu of heirloom produce created by Chef Marc Vetri and catered by Cescaphe Event Group.

Registration: xxxxxxx

4. Sample of Newsletter section

GlobalPhilly™ 2013 will consist of a wide array of international and multicultural events and activities sponsored by members of the Global Philadelphia Association, shining a spotlight on the many global dimensions of the Greater Philadelphia Region.

From September 15 – November 1, GlobalPhilly™ 2013 will showcase 75-85 events or activities, each of which will be presented by a participating organization, independently or in combination with others.

If you are interested in joining this endeavor, please contact Zabeth Teelucksingh, Global Philadelphia Association Executive Director, at zabeth@globalphiladelphia.org.

Visit our website at www.globalphiladelphia.org to learn more.
5. Sample of eMail as an event organizer

Subject: Invitation to xxxxxxxxxx (your event) as part of GlobalPhilly™ 2013

Dear xxxxx,

GlobalPhilly™ 2013 is an exposition of at least 55 confirmed events in the coming fall {September 15 to November 1} to place a global spotlight on the region and build public awareness of Philadelphia as a Global city.

My organization xxxxxxxxxxx is proudly participating to this expo as we are organising xxxxxxxxxxxxxxx that will take place in xxxxxxxxxxx on xxxxxxxxx, and I hope you can join us.

There is a large range of events in GlobalPhilly™ 2013 covering Advocacy, Arts, Commerce, Cuisine, Education, Heritage and Sports, and I'm sure you will enjoy participating to some of them too.

Here is a link to all GP13 Expo events and let me know if you can make it to our event.
6. Sample of eMail

Subject: Checkout GlobalPhilly™ 2013

Dear xxx,

I found out about this exposition taking place this fall in the city that aims to place a global spotlight on the region and build awareness of Philadelphia as an International city.

Checkout their program: there are at least 55 events this fall between Sept 15 and Nov 1, covering Advocacy, Arts, Commerce, Cuisine, Education, Heritage and Sports, and I’m sure you will enjoy participating to some of them.

Here are some events featured in the expo:

- CHOP symposium on violence against children.
- GlobalPhilly™ 2013 appetizers created by Kevin Sbraga and several other chefs will be served only during the expo in these 7 restaurants: Sbraga, Tashan, Bistro la Minette, La Calaca Feliz, Zama, Zinc, Han Dynasty.
- Soccer tournament during the UN day organised by United Nation Association of Greater Philadelphia.
- The Meal of Philadelphia Mural Arts “What We Sow” program.

I hope to see you there!