



Calgary
**Climate
Week**

COMMUNITY TOOLKIT

A practical guide with ready-to-use assets, messaging, and resources to help promote the event consistently & effectively.



CORE MESSAGING (USE AS FOUNDATION)

Calgary Climate Week is a city-wide platform that brings together leaders, innovators, businesses, and community members to explore practical climate solutions, energy transition, and the future of our economy.

Through a diverse lineup of events and experiences, it connects ideas with action -highlighting how collaboration and innovation can drive meaningful impact.

QUICK WINS

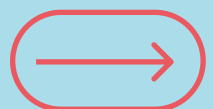
- ✔ Follow us on:
(insert social media icons/handles)
- ✔ Like, share, or repost Calgary Climate Week content
- ✔ Tag Calgary Climate Week in your posts
- ✔ Use official hashtags:
**#CalgaryClimateWeek #ClimateAction
#EnergyTransition**

DOWNLOAD

Access ready-to-use assets to support your promotion:

- ✔ Social media graphics
- ✔ Event logos and branding
- ✔ Suggested imagery

[DOWNLOAD ASSETS](#)



READY-TO-USE TEMPLATES

 Email general invitation

Subject: Be part of Calgary Climate Week

Calgary Climate Week is bringing together leaders, innovators, and the community to explore climate solutions, energy transition, and the future of our city.

With events happening across Calgary, it's an opportunity to connect with new ideas, hear from experts, and engage in meaningful conversations.

Explore the lineup and find events that interest you



 Advisor / Professional Outreach

Subject: Calgary Climate Week is coming up

Calgary Climate Week offers a strong lineup of discussions, events, and experiences focused on climate, energy, and innovation.

It's a great opportunity to gain insights and connect these trends to your planning, business, or investment decisions.

Let me know if you'd like recommendations on sessions to attend.



READY-TO-USE TEMPLATES CONTD.

Speaker Promotion

Subject: Join me at Calgary Climate Week

I'm excited to be participating in Calgary Climate Week, where leaders and innovators are coming together to explore climate solutions and the future of energy.

I'll be speaking at [event/session name] and would love for you to join the conversation.



Sponsor / Partner Promotion

Subject: Proud to support Calgary Climate Week

We're proud to be part of Calgary Climate Week - a city-wide initiative focused on climate solutions, innovation, and collaboration.

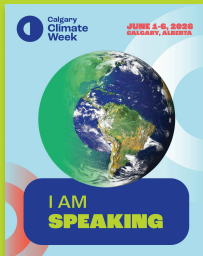
We look forward to connecting with others who are helping shape a more sustainable future.



READY-TO-USE TEMPLATES CONTD.

✓ Social Media Templates

SPEAKER POST



Looking forward to being part of Calgary Climate Week. I'll be joining the conversation on [topic] and sharing insights on [theme].

Hope to see you there.

SPONSOR / PARTNER POST



Proud to support Calgary Climate Week and the conversations shaping the future of energy, innovation, and sustainability.

GENERAL POST



Calgary Climate Week is bringing our city together to explore climate solutions, innovation, and the future of energy.

Join the conversation and see how ideas are turning into action



READY-TO-USE TEMPLATES CONTD.

 LinkedIn (Customizable)

Calgary Climate Week is bringing together leaders, innovators, and the community to explore climate solutions, energy transition, and the future of our economy.

With a strong lineup of events across the city, it's an opportunity to engage with new ideas, hear diverse perspectives, and connect with others shaping what's next.

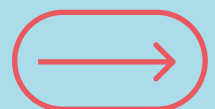
[Optional personalization – choose one or add your own:]

- I'm looking forward to attending and learning more about [topic/area of interest].
- I'm excited to be speaking at [event/session name] on [topic].
- Proud to be part of the conversations happening this week.
- We're pleased to support Calgary Climate Week and its focus on collaboration and innovation.

These conversations are becoming increasingly important as climate and energy trends continue to influence business, investment, and long-term planning.

If you're attending, I'd be interested to hear what sessions stand out to you.

#CalgaryClimateWeek #ClimateAction #EnergyTransition #Sustainability



READY-TO-USE TEMPLATES CONTD.

 Short Casual

Calgary Climate Week is a great opportunity to explore how climate, energy, and innovation are shaping the future.

[Add your angle:]

Attending / Speaking at / Supporting [event or topic]

Looking forward to the conversations and insights throughout the week.

#CalgaryClimateWeek



THANK YOU
SEE YOU THERE

