

Sustainability assets for event organizers

We've drafted the following copy to help you promote sustainability at your event and involve all networkers in our reforestation program. Feel free to use these assets and customize them to be in alignment with your unique brand.

This document includes templates for

- Email
- Social Media messaging (pre, during, and post-event)
- Press release

Email

Hi **<recipient name>**,

Whether you're looking for new business opportunities, mentorship, jobs, or much more, the right person is waiting for you at **<event name>**. And to help you maximize your event experience, we're using the networking-focused event app Brella.

We're thrilled to open Brella on **<date of launch>** so you can start connecting with other attendees before our event begins on **<event date>**.

So what's all the fuss about Brella?

- Get personalized networking recommendations based on your specific interests and goals

- Manage your whole event experience from start to finish: schedule 1:1 meetings in 1 click, navigate the venue, and never miss a session
- Become an active player in a large-scale reforestation program. For every 10 meetings you book through Brella, 1 tree will be planted!

This year, our goal is to plant **X** trees, are you ready to help us hit the mark?

Growing your network with the right people and giving back to our planet has never been easier.

Keep an eye on your inbox to be notified the instant our platform goes live!

Download Brella here:



Social Media

Pre-event

Template #1

<event name> is only **X** weeks away!

We are excited to announce that the event platform Brella will open on **<date of launch>**, to pre-book your meetings for **<event date>** when meetings start.

We do hope that you will make the most out of this opportunity. Brella's matchmaking algorithm allows you to find the most relevant connections from the event's attendees.

And there's more!

This year we're also particularly delighted to be part of Brella's sustainability program.

What is the sustainability program about? It's very simple!

For every 10 meetings you schedule through Brella, one tree will be planted!

Our goal is to plant at least **X** trees together this year, are you with us?

Download Brella here:

Google Play: <https://play.google.com/store/apps/details?id=com.brella&pli=1>

App store: <https://apps.apple.com/app/brella-io/id1178449878>

Template #2

<event name> is only **X** weeks away!

X attendees have already joined our event platform Brella. Are you among them?

As we anticipated, this year **<event name>** will take part in Brella's sustainability program, and for every 10 meetings scheduled through the app, 1 tree will be planted!

So, what are you waiting for? Join Brella and fill up your schedule with great meetings with all your top matches!

Our goal for this year is to plant **X** trees together, who's ready to help us hit the mark?

Download Brella here:

Google Play: <https://play.google.com/store/apps/details?id=com.brella&pli=1>

App store: <https://apps.apple.com/app/brella-io/id1178449878>

During event

Template #1

It's show time!

<event name> has officially started and the energy is out of this world!

The best part?

We have already **X** meetings booked via Brella, which means **X** trees will be planted!

As we anticipated, **<event name>** will take part in Brella's sustainability program, and for every 10 meetings scheduled through the app, 1 tree will be planted.

Who's ready to help us hit our goal of **X** trees?

Join Brella and fill up your schedule with high-quality meetings with all your top networking matches!

Download Brella here:

Google Play: <https://play.google.com/store/apps/details?id=com.brella&pli=1>

App store: <https://apps.apple.com/app/brella-io/id1178449878>

Template #2

<event name> starts soon!

We're thrilled to see so much activity on Brella, and if you haven't joined yet, NOW's the time.

Brella makes networking with the right people extremely easy and it also facilitates the entire event experience for you.

Bonus points?

<event name> will take part in Brella's sustainability program, and for every 10 meetings scheduled through the app, 1 tree will be planted.

There are already **X** meetings booked via Brella, which means **X** trees will be planted - shout out to all amazing networkers!

So, what are you waiting for? Join Brella and fill up your schedule with great meetings with all your top matches!

Download Brella here:

Google Play: <https://play.google.com/store/apps/details?id=com.brella&pli=1>

App store: <https://apps.apple.com/app/brella-io/id1178449878>

Post-event

Template #1

It's a wrap!

We would like to thank each and every one of you for joining **<event name>**.

We are absolutely blown away by the numbers we were able to achieve together.

Here, let us give you a little taste:

- **Number of sessions held**
- **Number of meetings**
- **Number of attendees registered**

And... Are you ready?!

- **X trees planted** 🌳🌳🌳

Thank you for helping us make a difference for our beautiful planet.

Now it's time to get a breather, plant some trees, and plan next year's event!

Template #2

It's a wrap!

We would like to thank each and every one of you for joining **<event name>**.

We are absolutely blown away by the numbers we were able to achieve together.

The best part?

As a direct result of your use of our matchmaking app – Brella – leading up to and during **<event name>**, we planted...

 **X** trees exceeding our original goal of **X** trees!

So from all of us, THANK YOU for helping us make a difference for our beautiful planet!

Want to help us plant even more trees next year?

Pre-register for **<event name>** right here **<link>**

Press release

We are excited to announce we are partnering with Brella, the complete event platform & app globally acclaimed for its AI-powered networking capabilities, as we want to give our attendees the best intent-driven networking experience.

Brella's magic is in their AI-powered matchmaking algorithm that will connect you with all your top networking matches so that you can schedule valuable 1:1

meetings with like-minded networkers based on your shared interests.

Brella has proven its true value by creating millions of meaningful connections and being the event supplier of choice at thousands of onsite events. Brella also involves all users in a large-scale reforestation project; for every 10 meetings you book via Brella's app, one tree will be planted.

[Your own quote about the importance of networking at your event and/or your commitment to sustainability. "We care deeply about the planet and creating an event that gives back to nature." You can also provide more details about your company's values related to sustainability.]

[Possible second quote from Brella available upon request, ask your dedicated Customer Success Manager to forward your request to Brella's marketing team]

As the event date approaches, we'll send you more information on how to use Brella effectively and when to do so.

Until then, check them out at www.brella.io

Remember to save the date— **<event date>**. Best of luck to all the networkers and see you soon!