

Marketing and PR Guide

We want to welcome you to DTW24 – Ignite and thank you for your commitment to the interoperable themes of New DNA, Composable IT, Autonomous Networks, AI in Action, and Partner Powerplays. DTW24 - Ignite is set to celebrate innovation and bold transformation in an industry that's reinventing itself.

DTW24 – Ignite stands out in the event industry landscape due to its unique focus on industry impact and innovation, driven by its operator-led approach.

Unlike other events that primarily center on product announcements and marketing pitches, DTW24 – Ignite prioritizes meaningful actions and announcements aimed at shaping the future of the industry.

By placing a spotlight on initiatives that drive real change and progress, DTW24 - Ignite offers sponsors the opportunity for a significant share of voice in showcasing their role in driving industry impact and innovation.

This distinct emphasis ensures that sponsors don't get lost in the noise of traditional event marketing but instead have a platform to highlight their contributions to advancing the industry forward.

This PR & Marketing guide will support you in optimizing your presence at DTW24 - Ignite.

What we need from you to maximize your presence:

- Logo for use across online and in-person platforms.
- Your brand guidelines for us to refer to whilst creating positioning.
- Promotion of Affiliate Links
- Copy/Video/Image/Banners/MPU for DTW24 - Ignite website and social channels.
- Social Media: Copy, infographics, and links. Please provide social key timelines for your company from now until DTW24 - Ignite so we can align with pushing at pivotal moments. Scheduled copy and infographics/images can support us in pushing across DTW24 Channels
- Speaker bios and images
- Personnel bios, quotes, and images regarding your presence at DTW24 - Ignite. We are seeking persona stories from those who are participating at DTW24 - Ignite to use within our event campaign.



□ C-Suite – quote for Press x3. We would advise you to provide us with 1x industry quote 1x Regional quote and 1x DTW24 - Ignite quote that are pre-approved and can be used in DTW24 – Ignite Press Releases at any time.

DTW24 - Ignite contacts

Expo@tmforum.org

Assets:

Brand Guidelines: [DTW_IGNITE24_BrandGuidelines.pdf](#)

Access all event and TM Forum logos: <https://exhibitor-manual.dtw.tmforum.org/marketing-toolkit/logos/>

Sample social copy:

What does it truly mean to shift from a Digital Telco Era to an AI-Native Telco? TM Forum's #DTW24 - #Ignite returns to the Bella Center in Copenhagen on 18-20 June, this year focused on discovering how to unlock the power of AI for transformative innovation.

Hashtags and handles: #DTW24 #Ignite

LinkedIn: <https://www.linkedin.com/company/tm-forum>

LinkedIn Event page: <https://www.linkedin.com/showcase/dtw-ignite>

Facebook: <https://www.facebook.com/tmforum>

Social Media Strategy:

- Utilize the official hashtags provided by DTW24 - Ignite to ensure maximum visibility across platforms.
- Share behind-the-scenes glimpses of your participation, from setting up your booth to networking with industry leaders.
- Engage with attendees by responding to comments, sharing their posts, and fostering meaningful conversations around your brand and offerings.
- Leverage live streaming features to broadcast key moments, such as product demos or speaker sessions, to a wider audience.
- Encourage attendees to visit your booth or attend your sessions by offering exclusive promotions or giveaways for those who engage with your social media content.



Maximizing PR Opportunities:

Share your latest innovations, partnerships, or launches at DTW24 - Ignite. In 2023, we had more than 50 influential media and analysts attend the show, generating 75 items of dedicated media coverage.

You can:

- **Offer embargoed access to exclusive content or demos to select media outlets** to generate buzz leading up to the event.
- **Schedule interviews and demos with industry media and analysts** to amplify your message and reach a broader audience. You can book briefing rooms in the Media Village (these seat four people and are only to be used for media and analyst meetings) by contacting tmforum@ccgrouppr.com (please include 'Briefing Room Booking' in the subject line). We recommend focusing briefings after 11:00 on Tuesday 18th June as most influencers attend the opening keynotes, which set the scene for the show.
- **Host a press conference** during the event to provide journalists with firsthand access to your announcements and key spokespeople. Please contact tmforum@ccgrouppr.com if you wish to book a slot room for a press conference, these will be held in the press center.
- **Send/submit your DTW24 – Ignite news releases to jkessman@tmforum.org** for posting to the event news web page. Please note, only send final, approved content for posting with clear instructions on when to post in CET. We will not be able to edit content that is already submitted.

To support your announcement, we suggest that you:

Share multimedia assets, such as high-resolution images or videos, to accompany your press materials and make your announcements more visually compelling.

Think about:

1. How does this announcement align with TM Forum's mission to drive innovation and impact within the industry?
2. What specific problem or pain point does this announcement address for customers, and how will it improve their experience or outcomes?
3. In what ways does this announcement reflect your ongoing partnership and collaboration with TM Forum to shape the future of innovation in the telecommunications industry?

By following these guidelines and leveraging the unique opportunities provided by DTW24 - Ignite, you can maximize your PR and marketing efforts to drive meaningful impact and engagement within the industry.

We look forward to seeing you shine at the event!