



## Call for Media Partnership

### IFAC Member Organizations

The WCOA 2014 Organizing Team is issuing a call to all IFAC member organizations to become Media Partners. These Partners will support the worldwide promotion of the World Congress of Accountants XIX and will benefit from sponsorship recognition and branding opportunities.

Media Partners' Responsibilities	Media Partners' Benefits
Pre-WCOA 2014	Pre-WCOA 2014
<ul style="list-style-type: none"> <li>Consistent advertising on Media Partner's website, <b>and</b> electronic / printed newsletters in all issues until the Congress</li> <li>WCOA 2014 included in Media Partner's online and printed event lists <b>in all issues until the Congress</b></li> <li>Develop and publish at least 4 contributions from key speakers/themes (to be agreed by both parties) in appropriate online/printed publications, blogs, editor's section, etc.</li> <li>Provide WCOA coverage from September 1 until the start of the Congress via social media channels, including Twitter, Linked In, and Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Press release to announce the Media Partnership</li> <li>Member organization indicated as a "WCOA 2014 Media Partner"</li> <li>Member organization's logo and link to appear under Media Partners on the WCOA website</li> <li>Member organization's logo to appear under Media Partners in WCOA marketing and advertising material</li> <li>Member organization's information to be included in public relations and editorial plans and schedules</li> <li>Introduction and access to relevant speakers for interviews and features</li> </ul>
During and After WCOA 2014	During and After WCOA 2014
<ul style="list-style-type: none"> <li>Provide WCOA coverage during and after the Congress in appropriate online / printed communications with members (e.g., website, publications,</li> </ul>	<ul style="list-style-type: none"> <li>Member organization's logo to appear under Media Partners on all Congress banners, etc. with sponsorship</li> </ul>

blogs, video channels, etc.), and via social media channels (e.g., Twitter, Linked In, Facebook)	<p>logos</p> <ul style="list-style-type: none"> <li>• Member organization's logo, profile, and one piece of promotional material to be included in delegates' welcome pack</li> <li>• Member organization's magazines or promotional literature to be available in the Media Centre (max 2 magazines/brochures in a reasonable number of copies)</li> <li>• One editorial staff member to have full access to the Media Centre</li> <li>• Videos of key speakers to be available for posting on the member organization's website</li> </ul>
--	--

Please contact Virginia Di Marco at [dimarco@wcoa2014rome.com](mailto:dimarco@wcoa2014rome.com) to participate in this opportunity. The last date to respond is **June 30, 2014**.

# # #

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---