



INTERNATIONAL
SBCC
SUMMIT 2020

PARTNERS TOOLKIT

#SBCCSummit



Summit Overview

The next International Social and Behavior Change Communication Summit will be held **March 30 through April 3, 2020 in Marrakech, Morocco**. The 2020 SBCC Summit will be a space for making new connections and developing partnerships, sharpening cutting-edge insights and advancing innovations in the social and behavior change communication field.

About this Partner Guide

The Social and Behavior Change Communication community has the collective power to unleash transformational change around some of the world's most pressing challenges including poverty, gender equality, protecting the planet and ensuring that all people enjoy health, peace and prosperity.

This **Partners Guide** is intended to make it easier to harness that power. It is designed to help organizers, partners and others in the community to share messaging about the Summit and help us to ensure that it is the most successful Summit yet.

This first iteration of the Partners Guide is meant to promote both abstract submission and registration. Please use the resources within to share widely with your networks in order to support the 2020 theme of “**Strength in Diversity**” by attracting the most diverse group of participants yet.

The Partners Guide is a one-stop shop for important information about key dates, messages, calls to action and suggested social media posts -- all designed to simplify the process of promoting the Summit to attract a robust scientific program and an enthusiastic group of participants. There's even a video [here](#) that you can share with your audiences.

With your support, we can build on the success of previous events to bring together the largest group of SBCC practitioners, donors and friends ever assembled!

Conference Themes

Three main themes for the 2020 Summit are:

1. “**Catalyzing Transformational Change in Areas of Urgency**,” which considers such topics as the climate crisis, health access and equity and humanitarian efforts;
2. “**Future Forward**,” a look at what we have learned from the past and what to take going forward;
3. “**Connecting the Dots**,” which explores ways to further increase collaboration, learning, skill sharing and capacity building, creative collective action and sharing within the field.

Key Messages

- The 2020 International SBCC Summit will be the largest international gathering of social and behavior change communication professionals to date.

- We know that SBCC works. Together, we can unleash the transformational power of social and behavior change communication to address the challenges facing the global community today.
- SBCC draws from an array of disciplines - all based in science - with a focus on theories, systems-thinking, a rigorous application of our approaches and a commitment to use evidence-based practices and embrace innovation.
- The 2020 Summit will strengthen connections across diverse but complementary approaches to address the world's most pressing development issues.

Key Dates

Abstract deadline: October 31, 2019

Early-bird registration (up to 150 registrants): December 31, 2019

Registration deadline: February 21, 2020

Primary Calls to Action

- **Sign up for updates about the Summit** Join our mailing list sbccsummit.org
- **Submit your proposal/abstract** The deadline is October 31. www.sbccsummit.org
- **Register for the Summit** Early-bird registration deadline is December 31. sbccsummit.org
- **Be a Summit sponsor** Sponsorship opportunities can be found [here](#). We can't create the one-of-a-kind experience in Morocco without your financial support.
- **Buy a booth or organize an auxiliary event** Exhibit space is available to promote your organization and share resources with other SBCC professionals. [Learn more here](#).

Hashtags

#SBCCSummit

This is the primary Summit hashtag. Use it for all communications related to the Summit.

#CommunicationCan

Use this hashtag to highlight the many ways in which communication can address the issues that are most important to you. What can communication do to help you achieve your goals?

Key Resources

Below you'll find graphics for different social media channels and photos from previous Summits. Use the resources below to help

promote your involvement in the Summit.

SBCCSummit.org

Social Media Toolkit

Photos from previous Summits

Sample Twitter Posts

Communication saves lives. Join a worldwide community of social and behavior change communication professionals at the 2020 #SBCCSummit in Marrakech, Morocco, March 30-April 3. Registration is now open and proposals/abstracts are being accepted. www.sbccsummit.org

Share your big ideas in social and behavior change communication! Submit a proposal/abstract to the 2020 #SBCCSummit in Morocco, March 30-April 3. www.sbccsummit.org

The theme of the 2020 #SBCCSummit in Morocco, March 30-April 3, is Strength in Diversity. Add your voice to the largest gathering of social and behavior change communication professionals. www.sbccsummit.org

Social and behavior change communication can counter misinformation and 'fake news' that harms people and communities. Be the solution. Register for the 2020 #SBCCSummit in Morocco, March 30-April 3. www.sbccsummit.org

#CommunicationCan save lives. Join a worldwide community of social and behavior change communication professionals at the 2020 #SBCCSummit in Marrakech, Morocco, March 30-April 3. Registration is now open and proposals/abstracts are being accepted. www.sbccsummit.org

#CommunicationCan improve health, make our world a safer place, address climate crisis, emerging diseases, inequity and more. Join us at the 2020 #SBCCSummit in Marrakech, Morocco, March 30-April 3. <https://bit.ly/2mFyeOm>

#CommunicationCan bring together the Social and Behavior Change Communication community and unleash transformational change. Join us at the 2020 #SBCCSummit in Marrakech, Morocco, March 30-April 3. www.sbccsummit.org

Social and behavior change communication can counter misinformation and 'fake news' that harms people and communities. Be the solution. Register for the 2020 #SBCCSummit in Morocco, March 30-April 3. www.sbccsummit.org

Sample Facebook/LinkedIn/Instagram Posts

Building on the success of 1,200 participants from 93 countries at the International Social and Behavior Change Communication Summit in 2018, the 2020 #SBCCSummit is gearing up for March 30-April 3 in Morocco. Some of the brightest and most innovative minds from a diverse set of fields will come together as one to review the latest science, explore policies and strategies, learn from each other and transform how we do business.

Join us. Submit a proposal/abstract. Register to participate. Be a Summit sponsor. www.sbccsummit.org

The 2020 #SBCCSummit in Morocco from March 30-April 3 will focus on "Strength in Diversity" across the social and behavior change communication field. How can we use our diversity to bring the best thinking, talent and expertise to address the world's most pressing development challenges?

Join us. Submit an abstract. Register to participate. Be a Summit sponsor. www.sbccsummit.org

How are you using social and behavior change communication to bring about long-lasting social change? How are you helping communities lead the charge? Share your successes at the 2020 #SBCCSummit in Morocco, March 30-April 3.

Join us. Submit a proposal/abstract. Register to participate. Be a Summit sponsor. www.sbccsummit.org

The 2020 #SBCCSummit, from March 30-April 3 in Marrakech, Morocco, will be an exhilarating and engaging event, a learning exchange experience that is essential and not to be missed for anyone working to harness the power of social and behavior change communication and development to achieve the Sustainable Development Goals.

Join us. Submit an abstract. Register to participate. Be a Summit sponsor. www.sbccsummit.org

The 2020 International Social and Behavior Change Summit will be the largest gathering of its kind, bringing together practitioners, donors and friends of SBCC in Marrakech, Morocco, March 30-April 3. Know someone who would be interested? Tag them in the comments. Let's make sure the best and the brightest submit proposals/abstracts and join us next year!

Sample Social Media Graphics

Below is a sampling of social media graphics to use for Summit promotion. [Find all of the images here.](#)



Organizers

Secretariat:

The Secretariat is the main organizing committee of the Summit.

Below are their social media accounts should you wish to cross promote any content related to the launch as appropriate.

**Johns Hopkins Center for
Communication Programs**

Facebook: <https://www.facebook.com/JohnsHopkinsCCP/>
Twitter: <https://twitter.com/johnshopkinsccp>
Instagram: <https://www.instagram.com/johnshopkinsccp/>
LinkedIn: <https://www.linkedin.com/company/792039>
YouTube: <https://www.youtube.com/user/JohnsHopkinsCCP>

UNICEF

Facebook: <https://www.facebook.com/unicef/>
Twitter: <https://twitter.com/UNICEFC4D>
Instagram: <https://www.instagram.com/unicef/>

Soul City Institute for Social Justice

Facebook: <https://www.facebook.com/SoulCitySA/>
Twitter: https://twitter.com/SoulCity_SA
YouTube: <https://www.youtube.com/channel/UCjCi2iQkVkXjhDDoF-pOACg>

American University of Beirut

Facebook: <https://www.facebook.com/aub.edu.lb>
Twitter: https://twitter.com/AUB_Lebanon
LinkedIn: https://twitter.com/AUB_Lebanon
Instagram: https://www.instagram.com/aub_lebanon/
YouTube: <https://www.youtube.com/AUBatLebanon>

Digital Green

Facebook: <https://www.facebook.com/digitalgreenorg>
Twitter: <https://twitter.com/digitalgreenorg>
LinkedIn: <https://twitter.com/digitalgreenorg>
Instagram: <https://www.instagram.com/digitalgreenorg/>
YouTube: <https://www.youtube.com/user/digitalgreenorg>

Puntos de Encuentro

Facebook: <https://www.facebook.com/puntosdeencuentro>
Twitter: <https://twitter.com/PuntosNicaragua>
Instagram: <https://www.instagram.com/puntosnicaragua/>

Social Change Factory

Facebook: <https://www.facebook.com/SocialChangeFactory/>
Twitter: <https://twitter.com/changeactors>