

# 2009

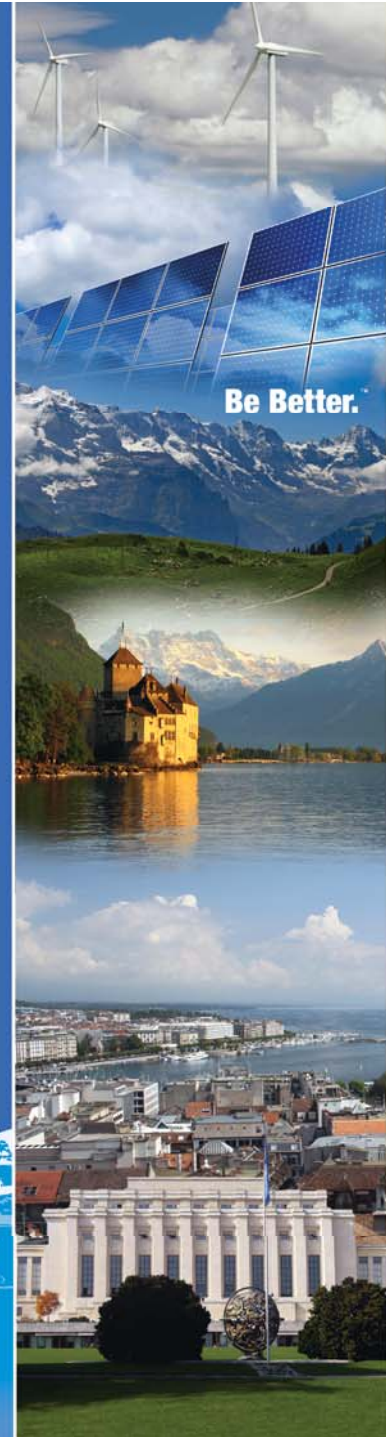
## JCI LEADERSHIP SUMMIT

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### AT THE UN GENEVA



UN Office, Geneva • July 28-30, 2009



# JCI and the UN Seal the Deal Campaign

Better Changes  
Better Results  
Better Planet

Be Better.

# 2009

## JCI LEADERSHIP SUMMIT

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International Chamber of Commerce  
The world business organization

# JCI and the UN Seal the Deal Campaign

- Promotion through Social Media
  - Place links to Seal the Deal website on Facebook, Twitter, LinkedIn. Banner on all JCI websites, including the Seal the Deal logo on all JCI e-mails.
  - Post a video about JCI Summit at the UN on YouTube. Joint Marketing Campaign with Google (find a contact), local press releases on 7th of September.

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# JCI and the UN Seal the Deal Campaign

- ❑ Win the support of local authorities, NGOs and companies through “call for action” letters
  - Chambers of commerce, government, communities and cities, committee of the regions (EU) and similar organizations worldwide, national embassies

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# JCI and the UN Seal the Deal Campaign

- ❑ Work together with sport organizations to promote Seal the Deal.
  - Put the logo on shirts or playing video before a match, print the logo on the entry ticket
  
- ❑ Local JCI activities and initiatives
  - Stand up in cities and JCI Events with laptops and encourage people to sign up for the campaign

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