



The Responsible Seafood Conference

Connect. Collaborate. Commit.

Marketing Toolkit



www.globalseafood.org/goal

Global Seafood Alliance's GOAL 2022: The Responsible Seafood Conference Marketing & Social Media Toolkit

Build buzz with GSA's Marketing Toolkit and **spread the word about your participation in the GOAL 2022 conference!** These resources, samples and tips will help you get the word out to friends and colleagues who you think would benefit from attending GOAL: The Responsible Seafood Conference.

Don't forget to follow Global Seafood Alliance (GSA) on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) to stay up-to date on all things #GOALconf22 leading up to October.

Happy sharing!

Contents

In this Marketing Toolkit, you will find a variety of assets to amplify the GOAL 2022 conference on your own social media platforms, including downloadable graphics and GSA-approved language.

The toolkit includes:

- Official GOAL 2022 Logos
- Key Dates
- #GOALconf22 Social Media Campaign Toolkit
- Social Media Posts & Graphics
- LinkedIn Cover Photos
- Email Signature Banners
- GOAL Video

** This toolkit will be updated regularly as more visual assets become available.*

**Assets cannot be modified in any way (e.g., cropping, adding logos, etc).*

Official GSA Social Media Accounts:

Facebook: [Global Seafood Alliance](#)

Twitter: [@GSA_Seafood](#)

LinkedIn: [Global Seafood Alliance](#)

Instagram: [@seafoodalliance](#)

YouTube: [Global Seafood Alliance](#)

Registration link: www.globalseafood.org/goal

For any marketing questions, please contact steven.hedlund@globalseafood.org

OFFICIAL GOAL 2022 LOGOS

Feel free to use these logos on any GOAL promotional assets:



TEAL TEXT [\[DOWNLOAD HERE\]](#)



WHITE TEXT [\[DOWNLOAD HERE\]](#)

GOAL 2022 KEY DATES

Early Registration Ends	July 15
Regular Registration	July 16 - Sept. 9
Late Registration	Sept. 9 - Oct. 3

SOCIAL MEDIA POSTS


Share on social media & feel free to tweak the copy based on your excitement for #GOALconf22!


Sponsors & Speakers: Looking for a custom graphic featuring your logo/headshot?
Request yours by emailing steven.hedlund@globalseafood.org.

<p>POST PREVIEWS</p> <p>[DOWNLOAD HERE]</p>	 	 	 
<p>CAPTION SUGGESTIONS</p>	<p>Come to [please tag Global Seafood Alliance]'s #GOALconf22 on October 3–6 to collaborate and explore solutions to challenges faced by professionals working in the seafood industry. Stay ahead of the curve with me and register at: globalseafood.org/goal</p> <p>With the opportunity to meet the world's leading retail and foodservice companies, #GOALconf22 is the place to be. Join me on Oct. 3–6: globalseafood.org/goal</p> <p>Connecting seafood professionals with purpose is something [TAG: Global Seafood Alliance] does best. #GOALconf22 provides a pre-competitive space for hundreds of thought leaders in both aquaculture and wild-capture fisheries to put</p>	<p>Who's ready to learn and network in person? We are! Registration is open for #GOALconf22 in Seattle, WA, USA, Oct. 3-6. Learn more about the largest international seafood business conference of tis kind on the [TAG: Global Seafood Alliance] website: globalseafood.org/goal</p> <p>[Your company name] is sponsoring GOAL: The Responsible Seafood Conference Oct. 3-6 in Seattle, WA, USA. Learn how we can help address your business challenges and connect you with professionals representing farmed and wild seafood at #GOALconf22 by registering here: globalseafood.org/goal</p> <p>We're sponsoring the [TAG: Global Seafood Alliance]</p>	<p>I'm excited to be speaking at #GOALconf22 on October [date of your presentation] in Seattle. Can't wait to connect in person again, hope to see you there! Register now on the [TAG: Global Seafood Alliance] website: globalseafood.org/goal</p> <p>This October, I will be speaking at #GOALconf22 in Seattle, Washington, USA! GOAL is seafood's premier conference, representing both farmed and wild seafood. Topics range from climate action and feed sustainability to traceability, AI and ocean analytics. Register now on the [TAG: Global Seafood Alliance] website to attend: globalseafood.org/goal</p> <p>I'm presenting on [date of your presentation] at the</p>

	<p>day-to-day business aside to share knowledge, network and socialize. Learn more and register to join me on October 3–6: globalseafood.org/goal</p> <p>Join me at #GOALconf22 to explore solutions to the challenges faced by the seafood industry in order to thrive in the future. Register here: globalseafood.org/goal</p> <p>I'm headed to #GOALconf22 on October 3–6! You can be part of the incredible [TAG: Global Seafood Alliance] community: For 21 years GOAL has acted as a platform for knowledge sharing and collaboration amongst industry, NGOs, academia, government, retail and foodservice. Join me: globalseafood.org/goal</p> <p>Counting down the days until #GOALconf22 in October! Join me.</p> <p>Can't wait for #GOALconf22. Come experience the best in #seafoodconferences with me and [TAG: Global Seafood Alliance]!</p> <p>Join me with hundreds of other #seafood professionals: Register now for [TAG: Global Seafood Alliance]'s #GOALconf22!</p>	<p>GOAL conference Oct. 3-6 in Seattle, WA, USA. Learn how we can help you deliver a superior experience to your clients! Hope to see you there: globalseafood.org/goal #GOALconf22</p> <p>[Your company name] is sponsoring #GOALconf22 in Seattle, Washington, USA this October! GOAL is seafood's premier conference. Topics range from climate action & feed sustainability to traceability, AI & ocean analytics and represent both farmed and wild seafood. Register now on the [TAG: Global Seafood Alliance] website to attend: globalseafood.org/goal</p>	<p>[TAG: Global Seafood Alliance] GOAL conference this October in Seattle, WA, USA. Can't wait to see you there! Details here: globalseafood.org/goal #GOALconf22</p> <p>The #GOALconf22 agenda includes 60-plus speakers who are industry leaders in both farmed and wild. Hope to see you at my session on [date of your presentation] about [you presentation topic]. Register here: globalseafood.org/goal</p>
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LINKEDIN COVER PHOTO	
Add a cover photo to your LinkedIn account:	
<p>GRAPHIC PREVIEW</p> <p>[DOWNLOAD HERE]</p>	

EMAIL SIGNATURES	
Add a banner to your email signature:	
<p>GRAPHIC PREVIEW</p> <p>[DOWNLOAD HERE]</p>	
LINK	www.globalseafood.org/goal

GOAL PROMO VIDEO	
Post on social anytime:	
VIDEO PREVIEW [WATCH ON YOUTUBE] [DOWNLOAD VIDEO]	
SUGGESTED CAPTION	<p>"What makes GOAL fun? It's the people! Because this is a pioneering industry with a whole lot of people who have really good ideas and a lot of experience." 📌 👤 Hear more from past GOAL attendees about why they love networking at [TAG Global Seafood Alliance]'s signature event.</p> <p>Join us to make valuable in-person connections this October in Seattle, WA, USA, at #GOALconf22. Register today: www.globalseafood.org/goal</p>
YOUTUBE LINK	https://youtu.be/JtkOf-nt1pM