**Guidelines for Incorporating the Theme**

**1. Messaging Consistency**

* Use the full theme title in all materials: *"One Network, One Global Community - Celebrating the Impact of Logistics, Transportation, and Supply Chain."*
* Emphasise key messages around unity, interconnectedness, and the global reach of our community and industries.
* Include phrases that highlight the shared mission of advancing logistics, transportation, and supply chain for a connected world.

**2. Visual Branding**

* Use the official colours, logos, and visual assets provided to ensure a cohesive look and feel across platforms.
* Select images that showcase diversity, collaboration, and the global scale of logistics and transport.

**3. Social Media**

* Use hashtags #CILT105 and #WorldInMotion in your posts.
* Tag CILT International where possible, our social media handles/names are:
  + LinkedIn - **@CILT International - The Chartered Institute of Logistics & Transport International**
  + Twitter - **@cilt\_global**
  + Facebook - **@CILT International - The Chartered Institute of Logistics & Transport**
* Share success stories, achievements, and testimonials that show how our industry connects people, communities, and businesses worldwide.
* Post photos or videos to illustrate how your branch/network embodies the theme of “One Network, One Global Community.”

**4. Internal Communications**

* Share an internal newsletter (Mailchimp template provided) or email highlighting the significance of the day.
* Include personal stories that reflect the global community spirit.

**5. External Engagement**

* Reach out to your wider network to celebrate connectivity
* Consider hosting a virtual event or open day to showcase how your work impacts the industry globally.

**6. Spotlight Initiatives**

* Promote any sustainability, innovation, or community engagement initiatives as they represent a commitment to the collective well-being of the industry.
* Share these on social media, tagging CILT International and using the event hashtag.

**7. Encourage Participation**

* Invite your audience, staff, and partners to join the conversation by sharing their own experiences with the network.
* Host a photo contest, story-sharing event, or Q&A that aligns with the theme, fostering a sense of belonging and shared purpose.

**Sample Phrases to Use in Content**

* *“Together, we create one global network that powers the world’s supply chain.”*
* *“Celebrating our industry’s impact as one unified global community.”*
* *“Acknowledging the strength of our connected network, from local communities to global markets.”*

Following these guidelines will help create a unified and impactful celebration, showcasing our collective pride in the logistics, transportation, and supply chain community worldwide. We are stronger together.

For further support, please contact Khya Newell, International Marketing and Communications Manager at CILT International – [marketing@ciltinternational.org](mailto:marketing@ciltinternational.org).