

CANADIAN INSTITUTE OF PLANNERS PRESENTS

PROMOTIONAL PACKAGE

WORLD TOWN PLANNING DAY

November 4-8, 2019

Online presentations showcasing innovative planning practices that demonstrate how planning advances the Sustainable Development Goals (SDGs) from Canada and around the world.



WORLD TOWN PLANNING DAY ONLINE CONFERENCE PROMOTIONAL PACKAGE

Background

World Town Planning Day (WTPD) is November 8, an international day celebrating the accomplishments of planners and their contributions to their communities. Each year, planners around the world participate in World Town Planning Day activities to advance public and professional interest in planning, both locally and abroad.

CIP is pleased to be hosting the WTPD Online Conference this year. From November 4-8, 2019, we will be offering a series of online presentations showcasing innovative planning practices from Canada and around the world that further the Sustainable Development Goals (SDGs).

The online conference will be streamed through a webinar software called *GoToWebinar*. Approximately two to three events will be presented daily between 11:00 am and 5:00 pm **Eastern Time**. Registration will open at the end of September.

Registration fees

- CIP Member \$39; CIP Member Group \$99
Non-Member \$59; Non-Member Group \$139
- CIP Student and Retired members: FREE

The conference program and registration details will be posted on our website: www.cip-icu.ca/WTPD2019

Promotional Package

We encourage you to use this promotional package to promote CIP's WTPD Online Conference and other WTPD events through your web and social media networks. Feel free to copy and paste the suggested content, photos, and statuses.

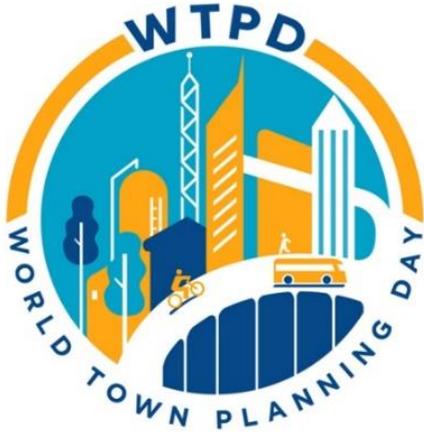
CIP wants to promote WTPD events and activities happening across Canada and the world. Organizations are welcome to share their WTPD events/activities with CIP so that we can promote your planning event on social media. Email admin@cip-icu.ca with a description of your event/activities, logos, and other materials.

Interested in knowing what is happening on World Town Planning Day globally? Follow [@WTPDOnline](https://twitter.com/WTPDOnline) to see how planners are celebrating the accomplishments of planners and their contributions worldwide!

LOGO



English and French profile picture: Please feel free to use the following logo to promote World Town Planning Day 2019. You may use the images as profile pictures, or insert them as an attachment to your tweets about CIP's WTPD 2019 Online Conference and other WTPD events/activities.



TWITTER

Suggested Tweets:

1. @CIP_ICU's #WTPD2019 Online Conference – November 4-8: Learn best practices from Canada and the world <http://ow.ly/5zEv30IlgIA>
2. National. Global. Knowledge Sharing. #WTPD2019 is fast approaching! Follow @CIP_ICU and @WTPDonline for all the updates: <http://ow.ly/5zEv30IlgIA>
3. Want to know how planners tackle challenges in different communities? Tune in to @CIP_ICU #WTPD2019 Online Conference! <http://ow.ly/5zEv30IlgIA>
4. DYK that @CIP_ICU's #WTPD2019 Online Conference themes align with the Sustainable Development Goals? Learn how planners around the world are working towards attaining the #SDGs by registering today! <http://ow.ly/5zEv30IlgIA>

Suggested Hashtags: #WTPD2019 #proudoofplanning #planningtheworld #SDGs

Twitter Posts:

| | |
|---------|--|
| English |  |
| French |  |

FACEBOOK / LINKEDIN

English and French profile picture: Please feel free to upload the logo images above with the suggested posts about WTPD 2019 below.

Suggested Statuses:

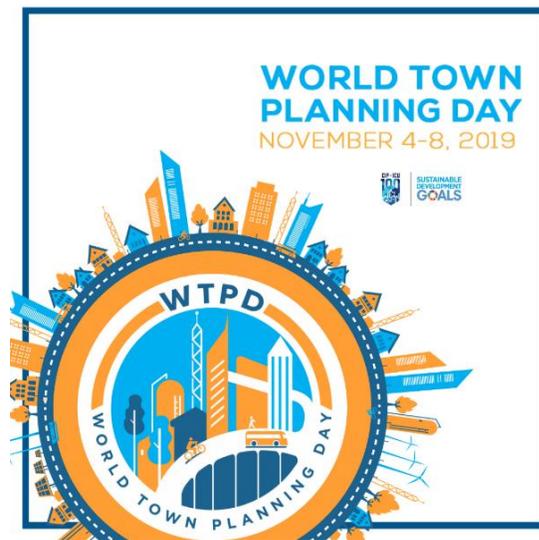
1. History of World Town Planning Day: Established in 1949 by the late Professor Carlos Maria della Paolera, World Town Planning Day celebrates planners and the work they do both locally and abroad. In 2009, the online conference was started to celebrate these contributions internationally, and over the years, it has grown to become a widely anticipated event.
<http://ow.ly/5zEv30IlgIA>



2. This year, CIP's *World Town Planning Day Online Conference* will showcase innovative planning practices that further the Sustainable Development Goals from Canada and around the world. The conference will feature presentations, videos, and keynote speakers. To learn more visit: <http://ow.ly/5zEv30IlgIA>
3. If you're interested in how planners tackle challenges in different communities, then be sure to tune into CIP's *World Town Planning Day Online Conference*, November 4-8, 2019. The conference will feature two or three webinars per day throughout the week. Learn more here: <http://ow.ly/5zEv30IlgIA>
4. CIP's *World Town Planning Day Online Conference* is fast approaching! This annual event allows current and aspiring planning professionals from around Canada and the world to come together and 'virtually' discuss leading-edge concepts. If this sounds like something you'd be interested in, visit our website: <http://ow.ly/5zEv30IlgIA>
5. This year, CIP's *World Town Planning Day Online Conference* takes on a new thematic format. All webinars will be based on the Sustainable Development Goals and how planners are working to attain the goals by 2030. Join your international peers virtually to learn new practices and exchange ideas. <http://ow.ly/5zEv30IlgIA>

INSTAGRAM

Instagram post: Please feel free to upload the following images to your Instagram feed.



Instagram Caption Suggestions:

1. World Town Planning Day is fast approaching! This year, CIP's Online Conference will run from November 4-8 and will be based around four themes that align with the Sustainable Development Goals. This event encourages current and aspiring planning professionals from around Canada and the world to come together and 'virtually' discuss leading-edge concepts. Visit [@cdnplanners](#) for details. #SDGs #WTPD2019 #proudoofplanning #planningtheworld

2. From November 4-8, CIP's World Town Planning Day Online Conference will broadcast videos, webinars, live events, and keynote speakers all week. Sound cool? If so, follow [@cdnplanners](#) stories for live updates. #SDGs #WTPD2019 #proudoofplanning #planningtheworld
 3. November 8th is fast approaching! Are you ready for World Town Planning Day? This year, CIP will be hosting the #WTPD2019 Online Conference, November 4-8, which will consist of a series of online presentations showcasing innovative planning practices that further the #SDGs from Canada and around the world. #proudoofplanning
 4. World Town Planning Day is almost here! Don't miss any of the action, follow [@cdnplanners](#) on Twitter for all the updates #WTPD2019
-

About the Canadian Institute of Planners

The Canadian Institute of Planners (CIP) works on behalf of over 7000+ planning professionals nationally and has served as the voice of Canada's planning community since 1919. Planners safeguard the health and well-being of urban and rural communities, by addressing the use of land, resources, facilities, and services with consideration to physical, economic, and social efficiency. Our members work in both the public service and the private sector, across fields such as land-use planning, environmental resource management, land development, heritage conservation, social planning, indigenous communities planning, transportation planning, and economic development. Learn more about CIP and the role of planners at www.cip-icu.ca

Follow the Canadian Institute of Planners on social media:

[LinkedIn](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)

