

POSITIVE IMPACT PRESENTS

#WorldPeaceDay



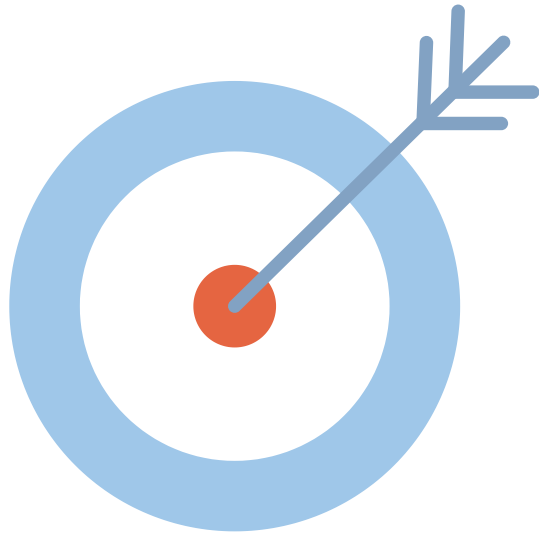
POSITIVE IMPACT



2018 SUMMARY REPORT

www.positive-impact-events.com

OUR GOAL



The goal of #WorldPeaceDay 2018 was to have a worldwide conversation that results in change. Within this conversation we aimed to:

1. Create six webinars where event professionals share their wisdom and knowledge to create peaceful, sustainable event spaces. With a goal of 200 people around the world to attend the webinars to learn how event create space.
2. Encourage the United Nations to talk about the power of events and their peaceful impact. Share thousands of stories of peace to reach over one million people.
3. Identify 100 collaborative initiatives to create research and gather data. Encourage event sustainability and press to globally discuss World Peace Day and peaceful events.

Thanks to our hosts, sponsors and global twitter community, we certainly achieved this!

#WorldPeaceDay

To celebrate World Peace Day on the 21st September 2018. We hosted a series of webinars to discuss the concept of peaceful and sustainable event spaces. We also used our twitter account (@EventsCreatePeace) and our Positive Impact official twitter page (@Plevents) to generate conversation and send messages reaching out to our audiences and the general public about the upcoming campaign.

Twitter profile card for #EventsCreatePeace. The profile picture is a blue circle with a white dove holding an olive branch, with the text '16 PEACE, JUSTICE AND STRONG INSTITUTIONS' above it. The name is #EventsCreatePeace and the handle is @PeaceandEvents.

Tweets	Following	Followers	Likes
83	128	25	13

Twitter profile card for Positive Impact. The profile picture is a green and white graphic with the text 'POSITIVE IMPACT' and a green leaf. The name is Positive Impact and the handle is @Plevents. It shows 'Follows you'.

Tweets	Following	Followers	Likes	Lists
6,638	3,483	3,756	1,924	2

Tweets



3BL Media @3BLMedia · Sep 5

.@Plevents has launched their digital campaign with the creation of 6 free webinars exploring the theme of peace and #sustainability in the event industry set for #WorldPeaceDay on Sept 21 bit.ly/2oFSr4h @PeaceandEvents #EventsCreatePeace bit.ly/2NOSINq



#EventsCreatePeace @PeaceandEvents · Sep 21

And our second webinar with @pievents_japan and @alessandraozuzu is now live 😊

#EVENTSCREATEPEACE

Positive Impact @Plevents

Our first World Peace Day webinar is now LIVE! You can sign up for the rest of this insightful, educational series here: bit.ly/2KBZ54b...



Fiona Pelham @FionaPelham · Sep 21

For #eventprofs interested in understanding how #eventscreatepeace don't miss @Plevents webinar series today #InternationalDayOfPeace #Worldpeaceday

Positive Impact @Plevents

What are our World Peace Day webinars about? Here are some of the key themes discussed throughout the 6 audio webinars and webinars! bit.ly/2KBZ54b #EventsCreatePeace



Fiona Pelham @FionaPelham · Sep 20

#worldpeaceday is tomorrow! @Plevents team have created a series of webinars and will be furthering the conversation of how #eventprofs contribute to #peace by bringing people together. Register for the webinars on bit.ly/2KBZ54b



0:26 72 views



#EventsCreatePeace

@PeaceandEvents

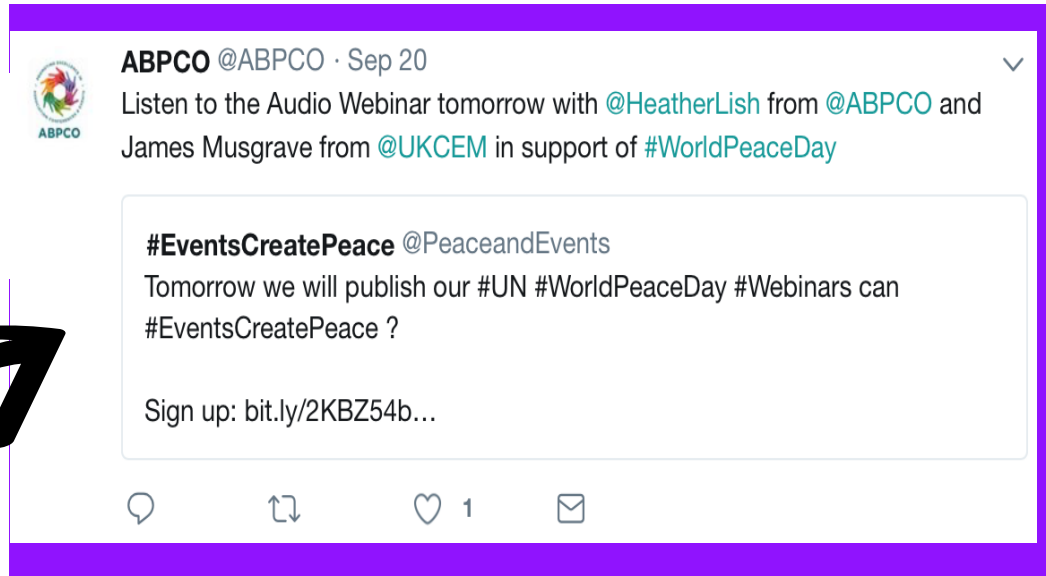
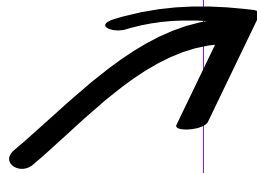
Thanks .@meetingsnet for promoting our #UN #WorldPeaceDay #webinar series. Sign up here to learn how #eventprofs are sustainable and peaceful in their event venues:



Campaign: World Peace Day 2018
positiveimpacitevents.com

3:05 AM - 21 Sep 2018

TWEETS FROM OUR SPEAKERS



Our speaker from ABPCO shared our campaign through a variety of channels, including newsletters, promoting on Twitter, Facebook and LinkedIn page and promoted within the APBCO group. The sharing of our campaigns is amazing!

Through APBCO, they had a 548 registers to the newsletter, 5989 followers on twitter, 224 followers on Facebook and 417 followers on LinkedIn company page, the ABPCO group alone has 1365 people. So the viewing content of our webinars has increased massively through sharing of multiple channels. this will help professionals learn to create peace and encourage event sustainability.





Cerespo extended our campaign through promoting via twitter. Informing professionals around the world how to create peace in events.

PositiveImpact Japan

@pievents_japan Follows you

Do you know that on September 21, "#国際平和デー Positive @Pievents#無料 #オンライン #セミナー" will hold out impact headquarters, please! The JAPAN secretariat will also exchange views on the theme "Collaborate for Peace" (from 22:00 to 23:00). Please join us! For details



PositiveImpact Japan @pievents_japan · Sep 18

To celebrate #WorldPeaceDay, why not join the #webinar series held by @Pievents on the 21st September to get more insights and to know initiatives around the world? Sign up here -> buff.ly/2QpXD9j Or follow @PeaceandEvents for more! #EventsCreatePeace



1 retweet 7 likes



International Association of Professional Congress Organisers

IAPCO @iapco · Sep 11

We are proud to collaborate with @Pievents for their #EventsCreatePeace campaign on the 21 September

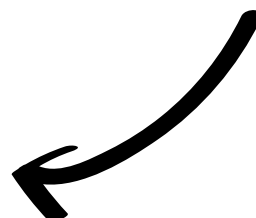
Sign up to the webinars to learn more about how #EventsCreatePeace on 21 September:

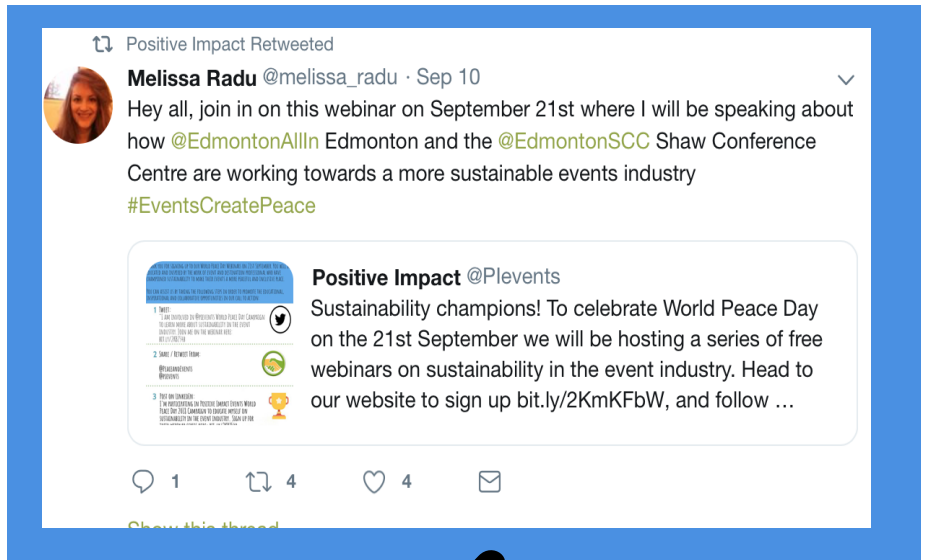
[positiveimpac.../world-peace-da... ..](https://positiveimpac...)



You and Positive Impact

2 retweets 6 likes





One of our speakers from EdmontonSCC shared our campaign from her own personal twitter and the company's.





Facebook

CIM - Conference & Incentive Management
Gepostet von CIM - Conference & Incentive Management (7) · 21. September · 🌐

The event industry is an open-minded people business. Respect, diversity and sustainability is a living example in this industry. Events have now various concepts, such as the zero waste approach or carbon neutrality.
#eventscreatepeace #worldpeaceday #positiveimpact #cimunity #meetingpros #eventpros #mice

Übersetzung anzeigen

CIMUNITY.COM
World Peace Day 2018
Positive Impact is running a new campaign to celebrate...

Mehr dazu

Reach: 2.570
Likes: 3
Shares: 1

CIM was one of our media partners in collaborating with our campaign. With their help of sharing WPD via their own social media channels, CIM extended our reach to 4,567.

Twitter

CIM Europe @cim_media · Sep 21

The event industry is an open-minded people business. Respect, diversity and sustainability is a living example in this industry. Events have now various concepts, such as the zero waste approach or carbon neutrality.

World Peace Day 2018
Positive Impact is running a new campaign to celebrate UN World Peace Day on 21st September 2018. This year also coincides with the 70th anniversary of the...
cimunity.com

Reach: 1,624
Likes: 5
Retweet: 2

Website

World Peace Day 2018
Friday, 21.09.2018

Positive Impact is running a new campaign to celebrate UN World Peace Day on 21st September 2018. This year also coincides with the 70th anniversary of the Universal Declaration of Human Rights – a document that became the foundation for an equal, modern society.

To celebrate this momentous day Positive Impact launches a digital campaign with the creation of six free webinars exploring the theme of peace and sustainability in the event industry. The campaigns aim to create a global conversation about the event industry can help to achieve the UN Sustainability Development Goals and especially goal no.16 – Peace, Justice and Strong Institutions. Get involved by attending a free webinar on 21st September. Here are the webinars and their themes:

1. "Creating an Environment for peace" - will question how location and materials used at events affect the outcome positively or negatively.
2. "Understanding the Opportunity: Events create Peace" - will explore how events can have more than just an economic positive impact.
3. "Measurements and its role in creating peace" - will determine how to measure tangible business benefits by using event venues to promote peace.
4. "Collaborate for peace" - will investigate the opportunities stakeholder engagement brings to create positive results.
5. "Telling the story of peace" - will try to understand how best to share sustainable practices, build reputations and create a positive business impact on businesses and society.
6. "Sharing for peace" - will discuss how sharing one example can make a difference and teach ways for event professionals to share your story and have an impact.

You can also participate by tweeting with #EventsCreatePeace and follow @PeaceandEvents through the World Peace Day.
Happy World Peace Day to you all!

Page Views: 153
Ø length of time: 5.30 min

<https://www.cimunity.com/en/news/industry/article/world-peace-day-2018/>

World Peace Day

Social Media Reporting
Zeitraum: 21.09.2018



Instagram

cim cimurope

cimurope The event industry is an open-minded people business. Respect, diversity and sustainability is a living example in this industry. Events have now various concepts, such as the zero waste approach or carbon neutrality.
#eventscreatepeace #worldpeaceday #positiveimpact #cimunity #meetingpros #eventpros #mice

cimurope Here is the link to the webinars: <https://bit.ly/2NvoMK4>
positiveimpactevents Thank you for sharing! Would you mind if we share this post?

Gefällt 30 Mal
21. SEPTEMBER

Reach: 220
Likes: 30

OUR SPEAKERS



We owe a special thanks to our speakers who have made it possible to run #WorldPeaceDay for the first time ever! with the help of our supporters we had created 6 webinars discussing peace in events industry.

Webinar 1

- 'Creating an Environment for Peace'

The speakers in this webinar are Heather Lishman, who is the Association Director at ABPCO and Laura Brown, Partnership Director at Positive Impact Events.

The webinar focuses on the upcoming UNEP Paris event where sustainability in the event and hospitality industry will be explored. Both ABPCO and PI are attending the event.

Webinar 2

- 'Understanding the Opportunity: Events Create Peace'

The speakers are Laura Goddard, the CSR Executive at ICC Sydney and Melissa Radu, a sustainability consultant who has worked closely with Shaw Conventions centre in Edmonton, Alberta, Canada. In this webinar they shared sustainable initiatives undertaken at both convention centres that had a global and local impact.

Webinar 3

- 'Measurements and it's role in Creating Peace'

The speakers are Fiona Pelham, ceo of Positive Impact and Miguel Alejandro Naranjo Gonzalez, programme officer at UNFCCC.

The webinar focuses on how to measure events and their impact as well as a discussion about Carbon Emissions Day which coincides with World Peace Day.

Webinar 4

'Collaborate for Peace'

The speakers include Laura from Cerespo, the Japanese affiliate of PI and Alessandra, the ambassadors coordinator at PI.

The webinar will explore different collaborations and partnerships to promote sustainability in the event industry.

Webinar 5

'Sharing for Peace'

The speakers include Dr James Musgrave, a professor at Leeds Beckett University specialising in hospitality and event industry and a representative from IAPCO.

The webinar will explore how event professionals can share and promote sustainable initiatives drawing on expertise from an academic point of view and a conference organisational point of view.

Webinar 6

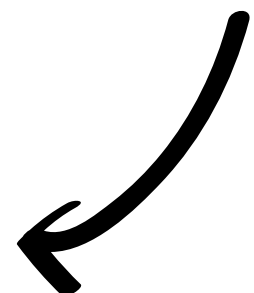
'Telling to story of Peace'

The speakers include Neil Wilkins from IHRB and a representative from ITP.

They will discuss in this webinar the importance of workers' and human rights in the event industry following on from the publication of reports earlier this year.

Webinar 2: Understanding the Opportunity: Events Create Peace gained the most interest and registrants out all of the webinars which suggests the audience are most intrigued in the content of the webinar which follows.

Date	Time	Title	Registrants
○ 21 Sep 2018	18:00	Sharing for Peace	6
○ 21 Sep 2018	16:00	Understanding the Opportunity: Events Crea...	20
○ 21 Sep 2018	13:00	Telling the Story of Peace	4
○ 21 Sep 2018	11:00	Measurements and its Role in Creating Peace	5
○ 21 Sep 2018	10:30	Collaborate for Peace	4
○ 21 Sep 2018	10:00	Creating an Environment for Peace	8



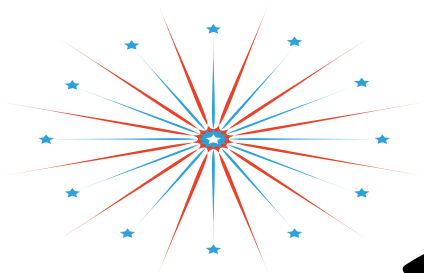


2018 HIGHLIGHTS








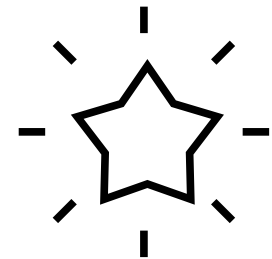
From ABPCO sharing our campaign with their social media channels, they reached to 8,543

Cerespo tweeted 3 times for World Peace Day and combining this with the number of followers, their reach totalled to 234.



Here shows our reach from influence on the #EventsCreatePeace hashtag which linked to our campaign. Combining Plevents and positiveimpactevents we influenced 26,025.

 Plevents	★ 54.6% VOICE SHARE	📶 23618 INFLUENCE
 EdmontonSCC	★ 24.2% VOICE SHARE	📶 10488 INFLUENCE
 ABPCO	★ 7.0% VOICE SHARE	📶 3025 INFLUENCE
 positiveimpactevents	★ 5.6% VOICE SHARE	📶 2407 INFLUENCE
 iapco	★ 1.7% VOICE SHARE	📶 715 INFLUENCE



Trending twitter hashtags

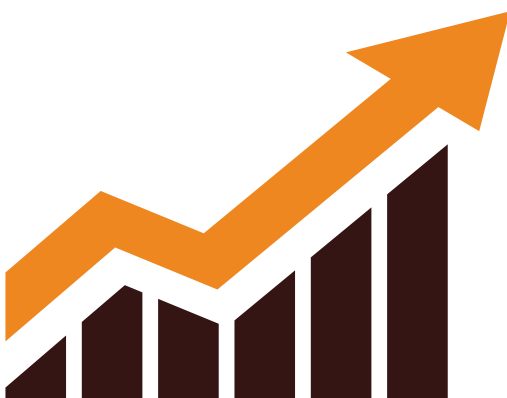
#PeaceDay

#Eventprofs

#PositiveVibes

#powerofpeace

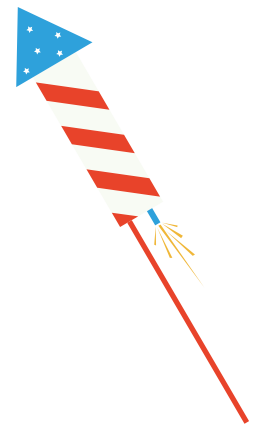
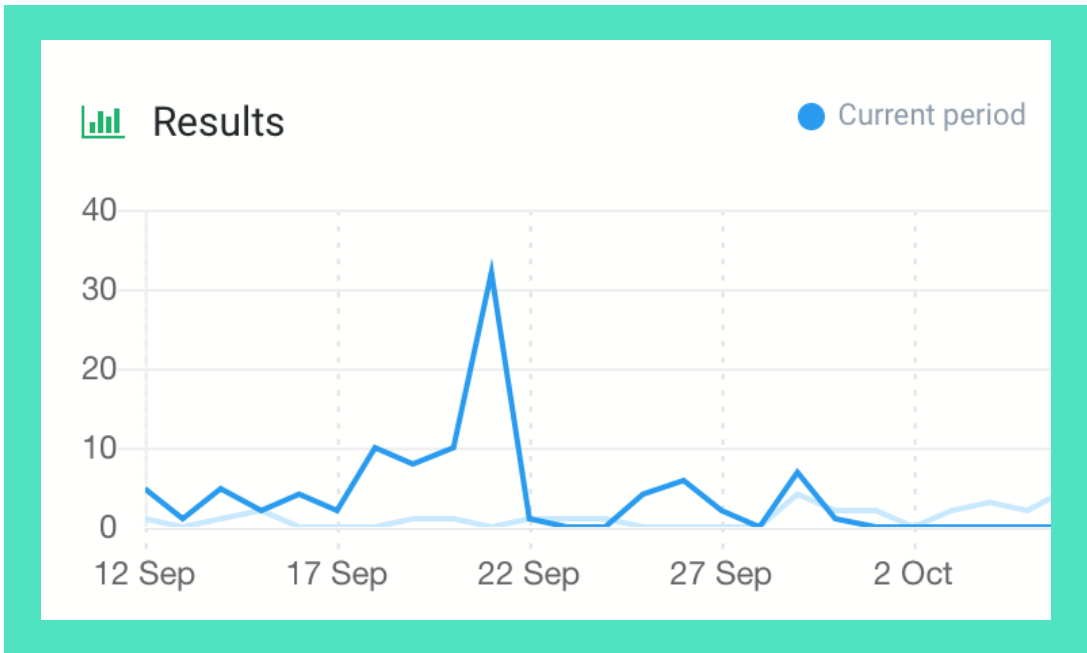
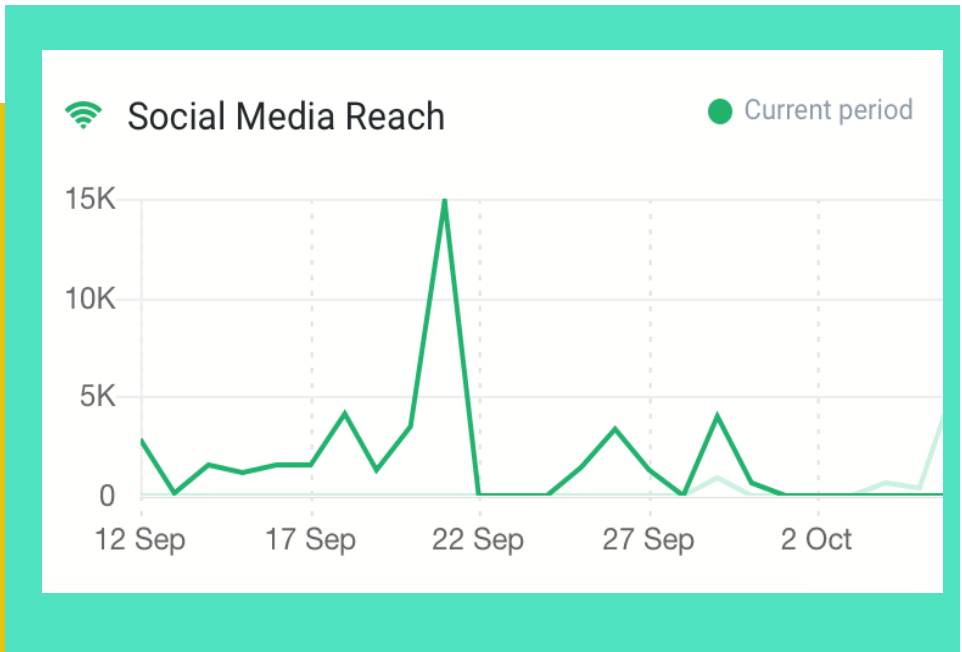
#InternationalDayOfPeace





REACH: 512,842

As you can see from the graphs our campaign increased our social media reach by thousands to the upcoming date of world peace day on the 21st September



Summary

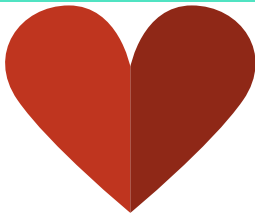
RESULTS	SM REACH	POSITIVE	NEGATIVE
100	43 K	77	0
+56 (+127%)	+27 K (+162%)	+39 (+103%)	0 (0%)

TWEETS AROUND THE WORLD ON #WPD 2018

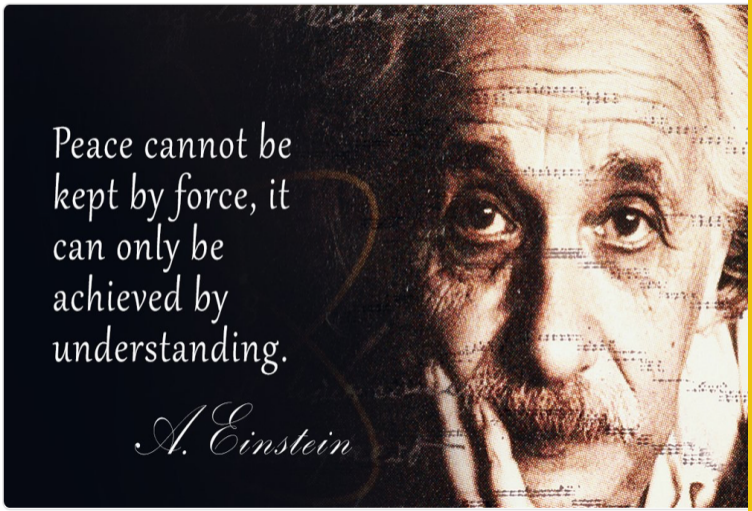
Whitefield School @Whitefield_NW2 · Oct 4
Amazing #peace sign created by our lovely Year 7 student and her mum! Thank you so much, it looks fabulous in our reception! #WorldPeaceDay #Peace #Love 🕊️❤️



1 1 6



World Peace Day @WorldPeaceDay · 26 Jul 2016
#peace #quotes #AlbertEinstein #WorldPeaceDay #happy #life #joy #calm #health #love



1 76 82

World Peace Day @WorldPeaceDay · 21 Sep 2016
#world #peace #quotes #DalaiLama #WorldPeaceDay #IshaUSA #IshaInstitute



8 57 54



VIVEK @AOL_Vivek · Oct 8
History was created on #WorldPeaceDay in Rajasthan with Gurudev Sri Sri Ravi Shankar !!
Watch this amazing video to get a glimpse how he is inspiring youngsters to become dynamic yet peaceful in Life... [facebook.com/10000138084322...](https://www.facebook.com/10000138084322...)

1 5 17



World Peace Day @WorldPeaceDay · 22 Aug 2016
#world #peace #quotes #VictorHugo #WorldPeaceDay #IshaUSA



5 36 39



Eric E Murangwa MBE @e_murangwa · Oct 6

Thank you @ziirothehero for joining our #AmahoroOneDayOnGoal festival in support of the #WorldPeaceDay at Togetherness Co-operative in Ndera, Kigali. Keep on inspiring. #Rwanda



Ishami Foundation @FoundIshami

Entertaining, informing & truly inspiring – that's how our #AmahoroOneDayOnGoal festival ended today with the performance of one & only P Gashayija a.k.a #ZiirTheHero. The inspiring actor who came from...

2 2



Amy L Towers @TowersAmy · 50m

These two women, sisters, are incredibly courageous, committed leaders for peace. I am so impressed & inspired. WELL DONE!! Your work for #Lebanon and #WorldPeace to end #extremism is unprecedented. Why Nancy Yammout Met with Extremists in Lebanese Prisons



Peace Heroes: Why Nancy Yammout Met with Extr...

Nancy Yammout speaks to ICAN about Rescue Me's efforts to rehabilitate and reintegrate prisoners found guilty of terrorism – and how, over nine years, they've...

icanpeacework.org

3



Ravi Pahuja @cgartistravi · 10h

"Each day, try to do your best to make the world around you just a little bit better." — Dr. Jane Goodall

youtu.be/24_LitcLXCc

#UNPeace #WorldPeaceDay #UNMessengerOfPeace
#MakeTheWorldABetterPlace

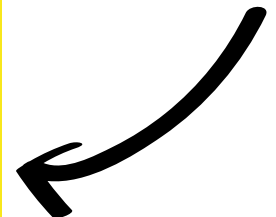


Jane Goodall, UN Messenger of Peace on Internati...

Jane Goodall (UN Messenger of Peace) on International Day of Peace at the annual Student Observance

youtube.com

2



NEXT STEPS...

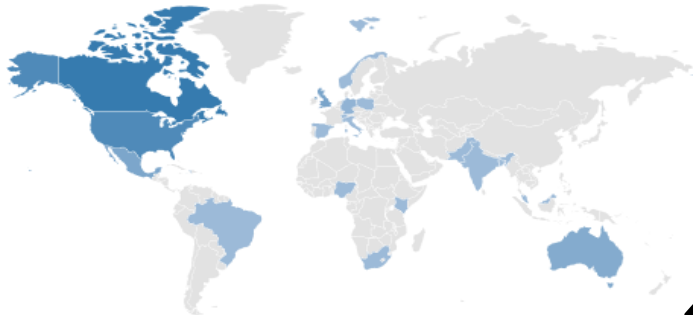
Now that we have achieved such incredible exposure for #WorldPeaceDay, we hope to continue this campaign next year



Each year the International Day of Peace is observed around the world on 21 September. The United Nations General Assembly has declared this as a day devoted to strengthening the ideals of peace, both within and among all nations and peoples. The Day was established in 1981 by the United Nations General Assembly. Twenty years later, in 2001, the General Assembly decided, by unanimous vote, that this would be a day of non-violence and ceasefire.



CONTINUE THE GLOBAL CONVERSATION



#ShareAPositiveImpact

GET IN TOUCH WITH US



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events.com



twitter.com/Plevents