

# COP12 COMMUNICATIONS GUIDE



The 12<sup>th</sup> Meeting of the Conference of the Parties to the Convention on the Conservation of Migratory Species of Wild Animals (CMS COP12) will be the largest wildlife conference this year, with over 500 delegates from more than 120 countries expected to attend. COP12 will also be the first time that a CMS COP will be held in Asia. The programme will include a High-Level Panel, a Champion Night and over 50 side events as well as celebrity events throughout the week.

The theme of COP12 is **“Their Future is Our Future – Sustainable Development for Wildlife and People”**. It reflects the intrinsic link between the world’s wildlife, the environment and the UN Sustainable Development Goals (SDGs).



## COP12 WEBPAGE

All information related to CMS COP12, such as the [meeting agenda](#), documents, [species listing proposals](#) and the [side event programme](#) can be found on the central COP12 webpage: <http://www.cms.int/cop12>

## SOCIAL MEDIA + DIGITAL ASSETS

Various digital resources, such as videos, photos, logos and social media content (cards, posts etc) relating to CMS COP12 are available on our “Trello board”:

**TRELLO:** <http://bit.ly/cop12socialmedia>

**Hashtags:** #CMS COP12 + #TheirFutureOurFuture

**Handle:** @BonnConvention

## COP12 TRAILER (VIDEO)

A special COP12 video trailer has been developed in English, French and Spanish. A short, 30 second version of the trailer is already available and can be promoted on social media and/or offered to television stations as public service announcements (PSAs). The full-length version of the trailer will be released on 23 October 2017 at the opening of the Conference and then made available on the [Bonn Convention YouTube Channel](#).

**ENGLISH:** <https://youtu.be/UI9dXmAWRqw>

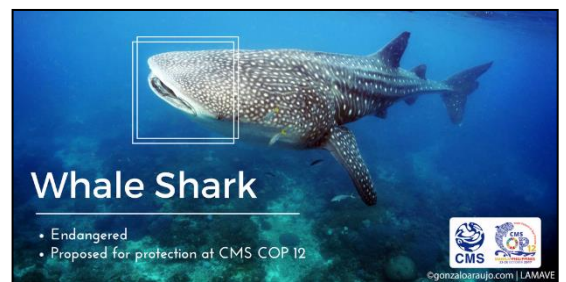
**FRENCH:** <https://youtu.be/g9GjyhH0PIM>

**SPANISH:** <https://youtu.be/wOoi0My0zXq>

## PRESS & MEDIA

Information and resources for the press and media can be found on the press page of the CMS website. It includes links to the latest COP12 media advisories and press releases:

<http://cms.int/press>



## THANK YOU

...for your support in helping to promote CMS and COP12 in your country and around the world!