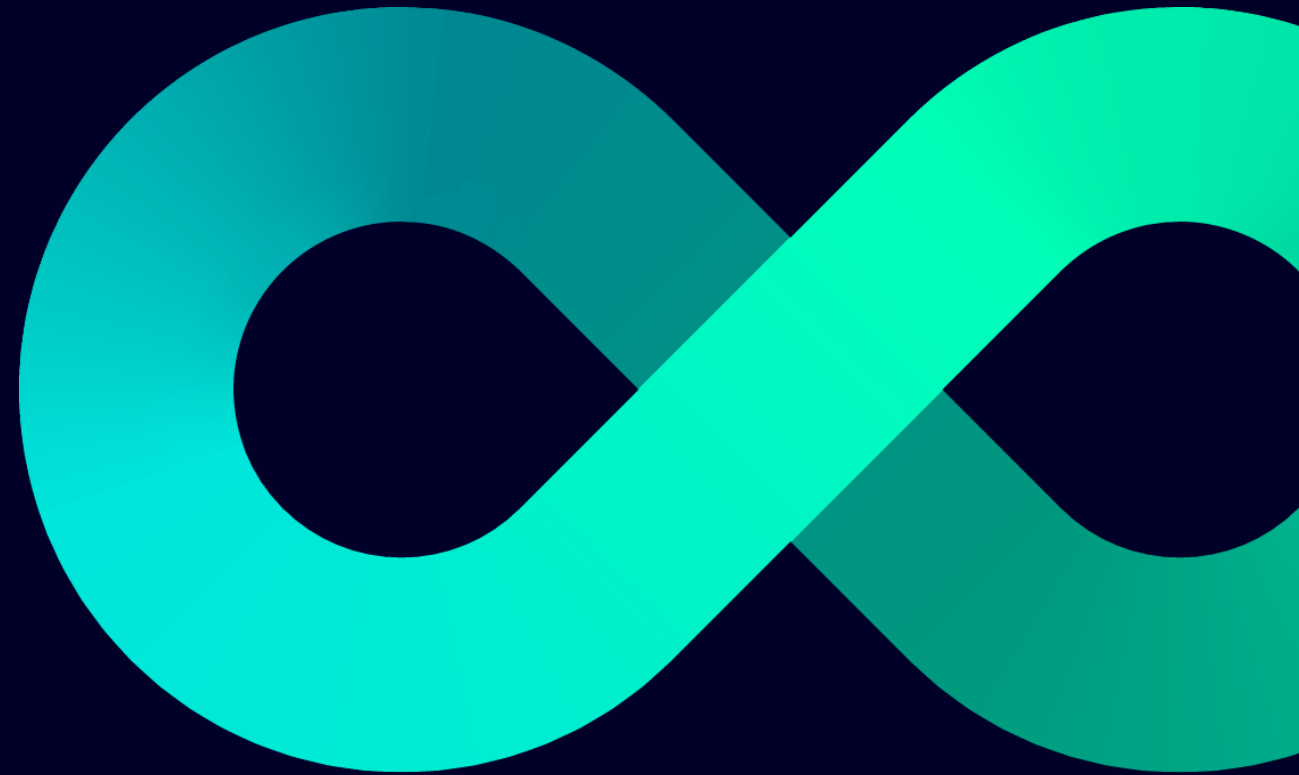


# Transform 2024

Memberships and Associations  
Promotion Guide



**SIEMENS**



# SIEMENS

SIEMENS TRANSFORM 2024

## Technology to Transform the Everyday

July 17-18, Manchester Central

Transform is a unique technology showcase that empowers participants to transform the everyday and make a lasting impact – in their industry and on our world.

In July, thousands of participants will join Siemens and our ecosystem to accelerate digital and sustainability transformation by combining the real and digital worlds.

Participants will hear from and collaborate with industry experts, experience transformative technology in our live marketplace, and work with an expert community to solve real-world challenges and co-create tangible solutions for their business. Covering topics from AI to the industrial metaverse and decarbonisation, participants will discover tangible solutions to make their organisation more competitive, resilient and sustainable, and become part of a community solving today's most pressing challenges, together.

We invite you, and your members, to join us as we come together to break new ground.

[#SiemensTransform](#)

[siemens.co.uk/transform](https://www.siemens.co.uk/transform)

# A Guide for Memberships and Associations

Thank you for working with us to promote Transform 2024 – as a member, we are delighted to share this opportunity with the community.

In this short guide, you will find the tools you need to promote Transform 2024. If you have any questions, or if you would like to discuss further opportunities to share the news, please don't hesitate to reach out.

We believe that Transform 2024 will be a milestone event for digital and sustainability transformation across industry – and thank you again for your support in spreading the word to your members.

## Contacts

Head of External Relations - [Anne.keogh@siemens.com](mailto:Anne.keogh@siemens.com)

Digital Marketing and Communications Manager –

[Bryony.Kelly@siemens.com](mailto:Bryony.Kelly@siemens.com)

Digital Communications Manager – [Ivan.franco@siemens.com](mailto:Ivan.franco@siemens.com)

## Key Dates

Date	Activity
17 Jan 2024	External Comms – Siemens Only
From 01 Feb 2024	Memberships and Partners Promotion/Comms Begins – Please don't action this guide before 01/02/24
March 2024	Speaker Announcements Begin
April 2024	Showcase Highlights, Session/Tour Booking Opens
17-18 July 2024	Transform 2024
July 2024	Transform Report Released

# Tracking Links

*We have dedicated tracking links, so we can monitor clicks collected by posts / newsletters / website's teasers promoting Transform.*

*Please include the relevant tracking link in your activity.*

- Memberships | General | Link for Websites:  
<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200468>
- Memberships | General | Link for Newsletters:  
<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200469>
- Memberships | General | Link for Social Media Channels:  
<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200470>

# Social Media Posts

## Social Media Guidelines

Please use our official hashtag **#SiemensTransform** in social posts to support and promote our July event.

Our handles for each channel:

LinkedIn - @Siemens

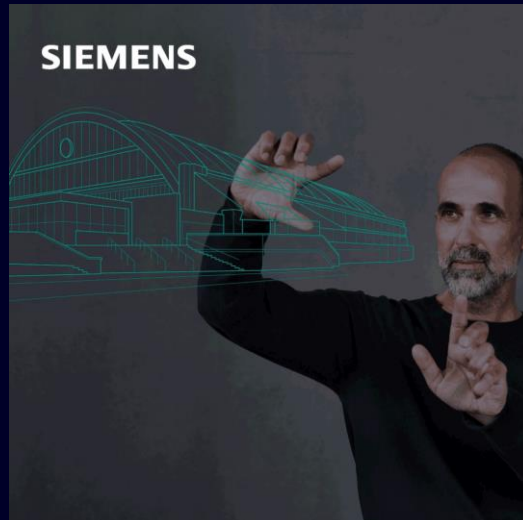
X (Twitter) - @siemensuknews

Facebook - @SiemensUKNews

Instagram - @siemens\_uk

## Assets

Please refer to the Dropbox for links to the assets.



## LinkedIn/Facebook

Have you registered your interest in #SiemensTransform 2024 yet? 📅

On 17-18 July at Manchester Central, thousands of industry experts will get together for a unique technology showcase. Be part of it 📍

<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200470>

We're excited to invite our members to accelerate their digital and #sustainability transformation and become part of a community solving today's most pressing challenges.

- 👥 Hear from and collaborate with industry thought leaders and experts
- 💡 Discover and co-create real solutions for your business
- 🔍 Explore the latest technologies and experience #SiemensXcelerator, the open digital business platform that makes #digitaltransformation easier, faster, and at scale
- 🌐 Learn how technology can help you become more competitive, resilient, and sustainable by combining the real and digital worlds

## X/Instagram

Accelerate your digital and #sustainability transformation at #SiemensTransform on 17-18 July at Manchester Central! 📅 Collaborate with experts, co-create solutions, discover new technology, and become more competitive, resilient, and sustainable. 🌐

<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200470>

# Newsletters

## Newsletter Guidelines

*Please include the copy below in your member newsletter.*

*Please add a link to 'Register' using the tracking link:*

<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200469>

## Siemens Transform 2024 Explores Digital and Sustainability Transformation in Live UK Event

17-18 July marks the return of Siemens Transform to Manchester Central. Join thousands of participants across industry for a unique technology showcase and discover how to transform the everyday, for everyone. Co-create real solutions for your business, explore the latest technology, collaborate with leading industry experts, and feel empowered to make a lasting impact. Join a community solving today's most pressing challenges and discover tangible solutions to be more competitive, resilient, and sustainable to accelerate your transformation in 2024 and beyond.

## Assets

*Please refer to the Dropbox for links to the assets (animated and static). If you require different dimensions, please let us know.*



# Website

## Web Banner Guidelines

*Where possible, please include a web banner to promote Transform on your website.*

*Please use the tracking link:*

<https://www.siemens.com/uk/en/company/transform.html?stc=ukcg200468>

## Assets

*Please refer to the Dropbox for links to the assets (animated and static).*

*If you require different dimensions, please let us know.*

