

INCLUSION AT THE HEART OF ESG 2022

CFA UK INCLUSION & DIVERSITY
EVENT SERIES TOOLKIT



ABOUT THIS TOOLKIT

To help drive registrations for the upcoming **CFA UK Inclusion & Diversity event series** (inclusion at the heart of ESG) on **24 Feb, 3 Mar, and 10 Mar 2022** we have put together a CFA UK Society Marketing Toolkit to equip you with the tools to promote inclusion at the heart of ESG.

In the pages that follow, you will find details of ready-made marketing materials and social media assets that can be downloaded to fit your needs.

Download all the assets here:

<https://we.tl/t-gyd9bSdk2B>

*please contact us if the link has expired



ABOUT INCLUSION AT THE HEART OF ESG (THE EVENT)

WHAT

[CFA UK's Inclusion & Diversity Committee](#) and associated working groups organised an event series that brings together a diverse mix of industry leaders, investment professionals, investors, policymakers and influencers for robust debate and insight on driving industry change on inclusion.

WHY

Uncover what can be implemented as best practice on inclusion in ESG and how having strong governance is the glue that holds everything together. Sharing findings from the latest I&D survey also.

WHERE

Virtual

WHEN

Day 1 | Thursday 24 Feb | 13:00 - 17:00 | [Book now](#)

Day 2 | Thursday 3 Mar | 15:00 - 18:05 | [Book now](#)

Day 3 | Thursday 10 Mar | 13:00 - 17:15 | [Book now](#)

WEBSITE

www.cfauk.org/inclusion

HASHTAG

[#CFAUKHeartsInclusion2022](https://twitter.com/CFAUKHeartsInclusion2022)



EMAIL SIGNATURES & LOGOS



Inclusion at the heart of ESG:
Accelerating change through social and governance factors

Virtual Event Series
24 Feb | 3 Mar | 10 Mar 2022

REGISTER NOW

www.cfauk.org/inclusion



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CFA Society United Kingdom

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Suggested dates to use: **Now - 10 Mar 2022**
Link to: www.cfauk.org/Inclusion



MARKETING MATERIALS



SOCIAL MEDIA

Following pages include direction on suggested copy and recommended dates for posting videos and static assets on the Inclusion & Diversity event series.

Please note, copy is a guide; you may shorten and adjust copy where necessary to suit your channels and brand

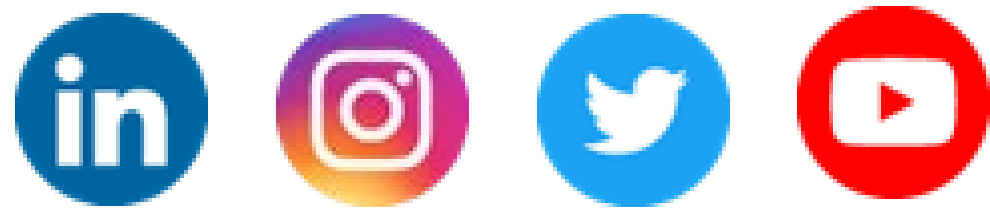
Assets are:

7680 x 4320 (16:9) resolution videos can be used on web, social media, email and more

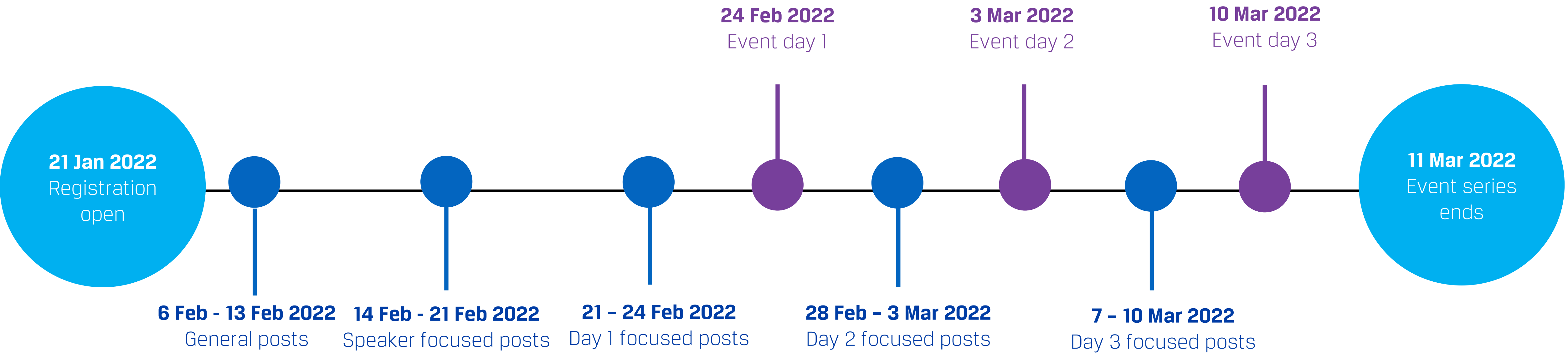
1200x627 tiles can be used across LinkedIn, and Twitter

1080x1080 tiles can be used for Instagram (Instagram sized assets in file)

Please tag or mention our social channels: @cfauk



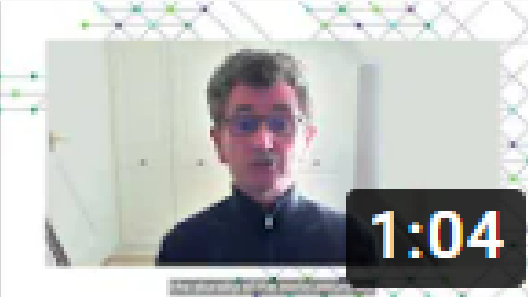
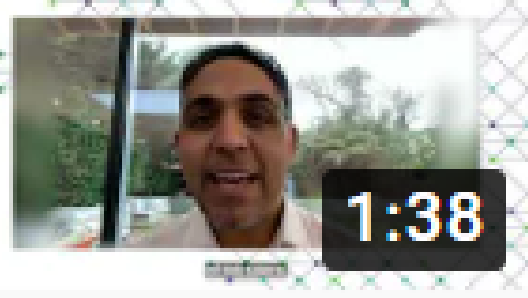
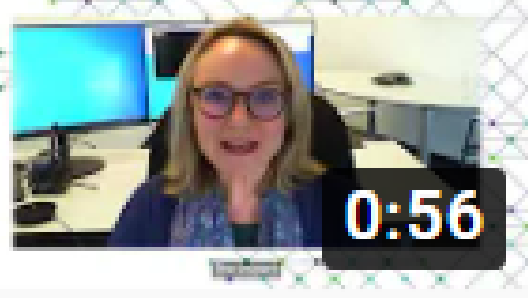
SOCIAL MARKETING TIMELINE



ABOUT THE VIDEOS

We interviewed; Andrew Parry, Mitesh Sheth, MBE, and Virginie Maisonneuve, CFA to share their thoughts on inclusion. Hear about what inclusion means to them, what is at the heart of driving change in inclusion & diversity in the investment industry, and the biggest DE&I challenge in the investment industry that needs addressing.



-  **Andrew Parry on inclusion with CFA UK 2022**
1:04
CFA UK
-  **Mitesh Sheth, MBE on inclusion with CFA UK 2022**
1:38
CFA UK
-  **Virginie Maisonneuve on inclusion with CFA UK 2022**
0:56
CFA UK



OVERVIEW VIDEO POST



Suggested date to publish: **Now - 10 Mar 2022**

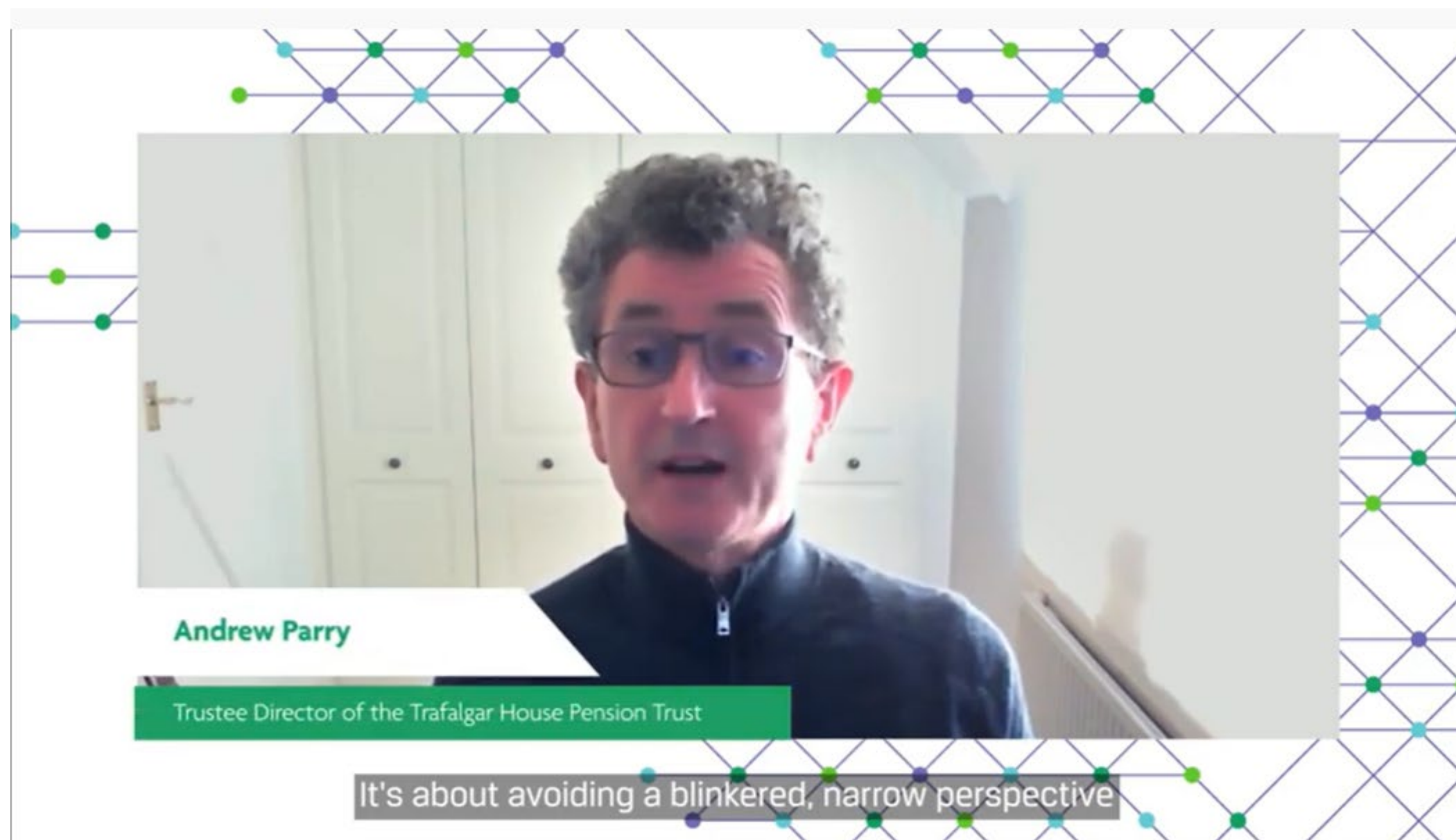
Link to: www.cfauk.org/Inclusion

YouTube link: <https://bit.ly/cfaukinclusionattheheart22>

Platform	Copy
Twitter	Guest speakers at the upcoming Inclusion & Diversity event; Andrew Parry, Mitesh Sheth, MBE, and Virginie Maisonneuve, CFA shared their thoughts on inclusion. Register for the half-day event series on 24 February, 3 March, and 10 March 2022 now → www.cfauk.org/Inclusion
LinkedIn	<p>Guest speakers at the upcoming Inclusion & Diversity event; Andrew Parry, Mitesh Sheth, MBE, and Virginie Maisonneuve, CFA shared their thoughts on inclusion.</p> <p>Hear about what inclusion means to them, what is at the heart of driving change in inclusion & diversity in the investment industry, and the biggest DE&I challenge in the investment industry that needs addressing.</p> <p>Register for the half-day event series on 24 February, 3 March, and 10 March 2022 now → www.cfauk.org/Inclusion</p>
Instagram	<p>Raising their voices to speak on Inclusion & Diversity are investment industry leaders 🗣️ Andrew Parry, Mitesh Sheth, MBE, and Virginie Maisonneuve, CFA.</p> <p>Join the conversation at our upcoming Inclusion & Diversity event: Inclusion at the Heart of ESG ✨</p> <p>Register for the event series now and listen to our notable speakers here → www.cfauk.org/Inclusion 📎</p>



ANDREW PARRY VIDEO POST



#network #inclusionattheheart #CFAUKHeartsInclusion2022
Andrew Parry on inclusion with CFA UK 2022

Suggested dates to publish: **Now - 21 Feb 2022**

Link to: <https://bit.ly/cfaukinclusionday1>

YouTube link: <https://bit.ly/cfaukandrew22>

Platform	Copy
Twitter	Inclusion at the heart of ESG on day 1: 24 Feb 2022 ✨ will include Andrew Parry, Trustee Director of the Trafalgar House Pension Trust. Andrew shares how important it is to "avoid a blinkered narrow perspective of an ever-changing world". Register now for day 1 to hear more → https://bit.ly/cfaukinclusionday1
LinkedIn	Register for our upcoming inclusion & diversity event series starting Thursday, 24 February 2022 ✨ and hear from Andrew Parry, Trustee Director of the Trafalgar House Pension Trust → https://bit.ly/cfaukinclusionday1 With over 37 years of experience in the investment industry, Andrew shares how important it is to "avoid a blinkered narrow perspective of an ever-changing world".
Instagram	Register for our upcoming inclusion & diversity event series starting Thursday, 24 February 2022 ✨ and hear from Andrew Parry, Trustee Director of the Trafalgar House Pension Trust. With over 37 years of experience in the investment industry, Andrew shares how important it is to "avoid a blinkered narrow perspective of an ever-changing world". Register now for day 1 here → https://bit.ly/cfaukinclusionday1 or visit the link in our bio 📎



VIRGINIE MAISONNEUVE, CFA

VIDEO POST



Suggested dates to publish: **Now - 21 Feb 2022**

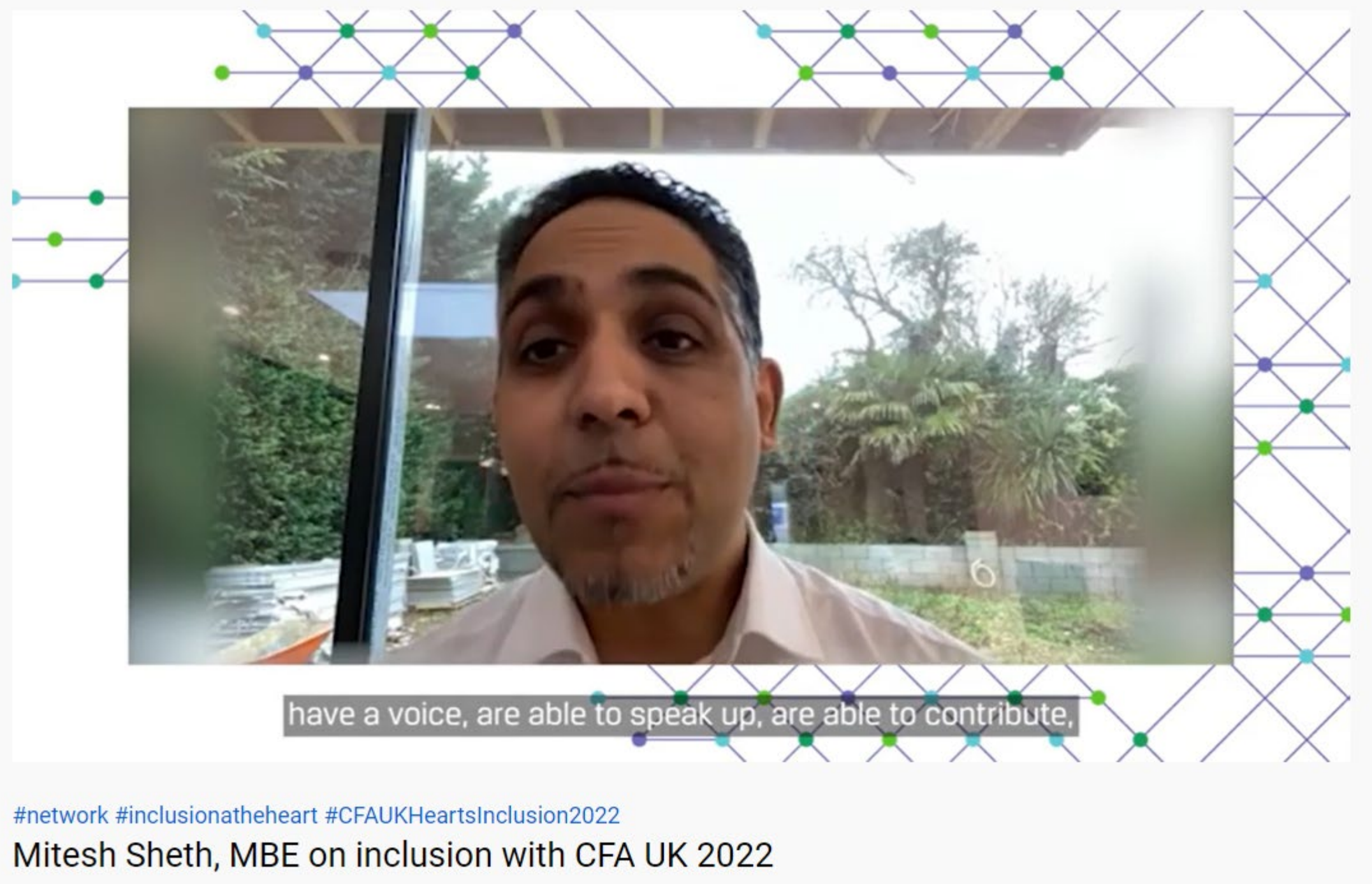
Video link: <https://bit.ly/cfaukinclusionday1>

YouTube link: <https://bit.ly/cfaukvirginie22>

Platform	Copy
Twitter	Inclusion at the heart of ESG on day 1: 24 Feb 2022 🌟 will host Virginie Maisonneuve, CFA, Global CIO Equity at AllianzGI. Virginie shares how "inclusion creates alignment with external shareholders, board members, regulators, clients, asset owners" in building better brand representation. Register now for day 1 to hear from Virginie → https://bit.ly/cfaukinclusionday1
LinkedIn	Register for our upcoming inclusion & diversity event Thursday, 10 March 2022 🌟 and hear from Virginie Maisonneuve, CFA, Global CIO Equity at AllianzGI → https://bit.ly/cfaukinclusionday1 In this video, Virginie shares how "inclusion creates alignment with external shareholders, board members, regulators, clients, asset owners" in building better brand representation.
Instagram	Register for our upcoming inclusion & diversity event Thursday, 10 March 2022 🌟 and hear from Virginie Maisonneuve, CFA, Global CIO Equity at AllianzGI. In this video, Virginie shares how "inclusion creates alignment with external shareholders, board members, regulators, clients, asset owners" in building better brand representation. Register now for day 1 here → https://bit.ly/cfaukinclusionday1 or visit the link in our bio 📌



MITESH SHETH, MBE, VIDEO POST



Suggested dates to publish: **7 - 10 Mar 2022**

Link to: <https://bit.ly/cfaukinclusionday3>

YouTube link: <https://bit.ly/cfaukinclmitesh22>

Platform	Copy
Twitter	<p>Inclusion at the heart of ESG on day 3: 10 Mar 2022 🌟 will host Mitesh Sheth, MBE. Awarded an MBE in the Queen's New Year Honours lists for services to diversity & inclusion within the financial services sector. Register now → https://bit.ly/cfaukinclusionday3</p> <p>#CFAUKHeartsInclusion2022</p>
LinkedIn	<p>Register for our upcoming inclusion & diversity event Thursday, 10 March 2022 🌟 and hear from Mitesh Sheth, MBE, Former CEO of Redington → Register now → https://bit.ly/cfaukinclusionday3</p> <p>Awarded an MBE in the Queen's New Year Honours lists for services to diversity and inclusion within the financial services sector.</p> <p>Mitesh explains how we can only fundamentally change an organisation or the system when we start "inviting uncomfortable conversations, working with people who see the world differently to us, who communicate differently to us."</p> <p>#CFAUKHeartsInclusion2022</p>
Instagram	<p>Register for our upcoming inclusion & diversity event Thursday, 10 March 2022 🌟 and hear from Mitesh Sheth, MBE, Former CEO of Redington.</p> <p>Register now for day 3 to hear from Mitesh → https://bit.ly/cfaukinclusionday3 or visit the link in our bio 📎</p>



GENERAL POST

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CFA Society United Kingdom

Download all the assets here:
<https://we.tl/t-gyd9bSdk2B>
*please contact us if the link has expired

Platform	Copy
Twitter	Registrations are now open for our virtual diversity & inclusion event series "Inclusion at the heart of ESG" Register for free now → http://cfauk.org/Inclusion #CFUKHeartsInclusion2022
LinkedIn	Registrations are now open for our upcoming virtual diversity & inclusion event series "Inclusion at the heart of ESG" 🌟 Register now → www.cfauk.org/Inclusion Registration is free to CFA UK members and non-members! Discover how inclusion & diversity change is being accelerated in the investment industry 🌐
Instagram	Registrations are now open for our upcoming virtual diversity & inclusion event series "Inclusion at the heart of ESG" 🌟 Register now via the link in our bio 📎 or visit → www.cfauk.org/Inclusion Registration is free to CFA UK members and non-members! Discover how inclusion & diversity change is being accelerated in the investment industry 🌐

Suggested dates to publish: **Now - 10 Mar 2022**

Link to: www.cfauk.org/Inclusion



KEYNOTE SPEAKER FOCUSED POST

Inclusion at the heart of ESG
Virtual Event Series
24 Feb | 3 Mar | 10 Mar 2022

Gina Miller,
Leader of True and Fair Party and Co-Founder of SCM Direct and MoneyShe

Mitesh Sheth,
Former Chief Executive Officer, Redington

Virginie Maisonn
Global CIO Equ AllianzGI

REGISTER NOW www.cfauk.org/inclusion

Inclusion at the heart of ESG
Virtual Event Series
24 Feb | 3 Mar | 10 Mar 2022

REGISTER NOW www.cfauk.org/inclusion

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*please contact us if the link has expired

Platform	Copy
Twitter	Our upcoming inclusion & diversity event series will include keynote speakers @thatginamiller , @miteshsheth78 and @V_MAISONNEUVE helping inspire change Register now → http://cfauk.org/Inclusion
LinkedIn	Our upcoming inclusion and diversity event series will include keynote speakers; Gina Miller , Mitesh Sheth MBE , and Virginie Maisonneuve, CFA, MBA ✨ Hear their personal experiences in uncovering new ways of thinking, professional resilience, and the difference inclusion has made in their careers. Register today → www.cfauk.org/Inclusion
Instagram	Our upcoming inclusion and diversity event series will include keynote speakers; Gina Miller, Mitesh Sheth, MBE and Virginie Maisonneuve, CFA ✨ Hear their personal experiences in uncovering new ways of thinking, professional resilience, and the difference inclusion has made in their careers. Register now via the link in our bio 📎 or visit → www.cfauk.org/Inclusion

Suggested dates to publish: **Now - 10 Mar 2022**

Link to: www.cfauk.org/Inclusion



DAY 1 FOCUSED POST

Inclusion at the heart of ESG Virtual Event Day 1



www.cfauk.org/inclusion REGISTER NOW

Inclusion at the heart of ESG
Virtual Event Day 1

www.cfauk.org/inclusion REGISTER NOW #CFAHeartsInclusion2022

Download all the assets here:
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Suggested dates to publish: **21 - 24 Feb 2022**
Link to: www.cfauk.org/Inclusion

Platform	Copy
Twitter	Mark your calendars for 24 Feb! Join the conversation on the DEI code, Embedding diversity, equity, & inclusion within an organisation & more. Register now → http://cfauk.org/Inclusion#network #CFAUKHeartsInclusion2022 #diversityandinclusion #CFA #ESG #investment
LinkedIn	<p>Mark your calendar for 24 February 2022 📅 Register to listen to our growing list of speakers → www.cfauk.org/Inclusion</p> <p>Join Sarah Maynard, ASIP in the panel discussion on the new DEI code: "to support firms on their journey to truly embrace and more fully realize diversity, equity and inclusion initiatives, CFA Institute has developed a new voluntary DEI Code for the US and Canada." Hear from the Global Head, External Diversity, Equity, & Inclusion at CFA Institute and external speakers on how best to accelerate change.</p> <p>Guests include 🗨️ Arun Kelshiker CFA, CAIA, Andrew Parry, Sylvia Solomon, ASIP, Nick Robins, Maria Nazarova-Doyle, CFA, Victor Hymes, Juliet Bullick, Virginie Maisoneneuve, CFA, MBA, Jayne Styles, Gina Miller, Will Goodhart, Dominique Cherry, Keon T. Holmes, CFA, and Racha Sibai, CFA</p>
Instagram	<p>Mark your calendar for 24 February 2022 📅 Register to listen to our growing list of speakers → www.cfauk.org/Inclusion or visit the link in our bio 📍</p> <p>Hear from the Global Head, External Diversity, Equity, & Inclusion at CFA Institute, Sarah Maynard, ASIP in the panel discussion on the new DEI code and more.</p>



DAY 2 & 3 ASSETS TO FOLLOW



ANY QUESTIONS

If you have any further questions then please get in touch with the marketing or events team:

- **Fiona Edwards**, Head of Marketing & Communications - fedwards@cfauk.org
- **Mel Shahroodi**, Marketing & Communications Manager - mshahroodi@cfauk.org
- **Nicola Morris**, Events and Communications Manager - nmorris@cfauk.org
- **Felicity Smith**, Events and Engagement Executive - fsmith@cfauk.org

