



# ZURICHSEE CONNECTIONS

BUSINESS PROMOTION IN SWITZERLAND

## GUIDELINES

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### ZC WOMEN

Influential Woman | Young Entrepreneurs | Upcoming Talent

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- ★ Photo requirements and Publication
- ★ Timeline and Commitment
- ★ Social Media Channels and Website
- ★ Fees



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## PHOTO REQUIREMENTS AND PUBLICATION

- ★ High Resolution and Horizontal format (10 work photos plus 2 portrait photos) for Website, LinkedIn and Facebook. Another 10 vertical photos for Instagram stories.
- ★ Dressed accordingly to the season publication.
- ★ ZC reserves the right of photo selection and publication.
- ★ Optional photo shooting by ZC professional photographers.

## TIMELINE AND COMMITMENT

- ★ Written article in English with spell check (BIO 10-12 paragraph).
- ★ ZC reserves the right to publish according to the events calendar.
- ★ ZC woman to be officially presented at the ZC event (attendance advisable).

## SOCIAL MEDIA CHANNELS AND WEBSITE

- ★ Client requires an active website and social media channels (Facebook, Instagram and LinkedIn).
- ★ ZC reserves the right to write the text announcements in the social media channels.
- ★ Client needs to provide company motto and #hashtags.



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## FEES

- ★ **50%** fee deposit to reserve the slot.
- ★ Influential Woman **2000 CHF** | Young Entrepreneurs **1500 CHF** | Upcoming Talent **1000 CHF**
- ★ Commitment to send all written and visual materials: 15 days prior to publication.
- ★ Commitment to date publication.



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## BRAND BUILDING AND RECOGNITION

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[www.zurichseeconnections.com](http://www.zurichseeconnections.com)

