



behavior, energy & climate change

# Conference Media Kit

Last updated **Sep 26, 2022**

Build buzz and spread the word about your participation in BECC 2022 with this handy media toolkit! Below you'll find a variety of social media friendly graphics and written posts to help get you started. Feel free to grab the posts and adjust them to best fit your communication style in email newsletters, on social media, or on other sites.

Don't forget to follow BECC on [Twitter](#), [Facebook](#), and [LinkedIn](#) to stay up-to-date on all things leading up to November. Happy sharing!

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## Event Details

- Behavior, Energy, & Climate Change (BECC) conference (full name with ampersand followed by acronym in parentheses; conference is not capitalized unless part of a title/header)
  - Also referred to as “BECC 2022” (acronym followed by year)
- Virtual opening day on November 9 and in-person November 13-16, 2022
- In-person at [Capital Hilton](#) in Washington, DC
- Register: <https://beccconference.org/>
- View the conference agenda: <https://beccconference.org/agenda/>

## Event Description

The Behavior, Energy & Climate Change (BECC) conference is the premier conference focused on understanding human behavior and decision making and using that knowledge to accelerate the transition to a low-carbon future. Since 2007, BECC has fostered understanding individual and organizational behavior and decision making related to energy usage, greenhouse gas emissions, climate change, and sustainability.

BECC 2022 is more than just a conference – it is a fun social community that is passionate and excited about mitigating climate change. The event prides itself on innovative ways to encourage socializing and networking while providing the highest quality presentations and content.

## Direct Email

Use this sample as a starting point for telling your friends and colleagues about BECC 2022!

Subject: See you at BECC 2022?

Hello [Name],

I hope you're doing well! I wanted to let you know about this fantastic conference I'm going to in November. It's called The Behavior, Energy & Climate Change (BECC) conference. It focuses on using behavior change techniques to find solutions to the climate crisis, which I know is right up your alley! I'm most interested in the presentations on [topics, such as equity and empowerment, policy, social science, transportation, technology, or sustainable consumption], and I think you'd really like [aspects of BECC, such as workshops, keynote speakers, or other topic areas]. Plus, BECC has a really fun social community that will be great for networking now that the event is back in person.

This year they're combining two conference experiences: a virtual opening day on Nov 9 and the in-person conference Nov 13-16 in Washington, DC. [Here's a link to learn more](#) -- I hope to see you there!

## Our Social Channels

Be sure to tag us and use the hashtag #BECC2022 on your posts!

- Twitter | [@BECCconference](#)
- Facebook | [@BECCconference](#)
- LinkedIn | [BECC Conference](#)

## Newsletter Features

### Sponsors

[Organization] is proud to be a part of the community of thought leaders, sustainability advocates, technical experts, policymakers, and others in the ever-growing BECC family. We're sponsoring the Behavior, Energy & Climate Change (BECC) conference this year because we believe in the importance of [insert your primary motivation for sponsoring BECC, such as "bringing together experts to learn from one another", "collaborating across sectors to find behavior-based solutions to the climate crisis", or "ensuring solutions to the climate crisis are equitable and inclusive"].

We hope to see you this November at BECC 2022. [Register now](#) to lock in the best possible rate!

### Speakers

I'm excited to announce that I will be one of the featured presenters at the Behavior, Energy & Climate Change (BECC) conference this year! At the conference, I'll be speaking about [brief description of your topic]. If you're interested in innovative methods, practices and technologies for behavior-related solutions to the climate crisis, I think you'll love attending BECC 2022. I hope to see you there!

*Note: this would also make a great LinkedIn post!*

### General

Here at [organization], we want to bring you the best resources out there related to [relevant aspect(s) of BECC, such as behavior change, the climate crisis, sustainability, or inclusive climate solutions]. So, we want to make sure you know about BECC 2022!

The Behavior, Energy & Climate Change (BECC) conference is the premier conference focused on understanding human behavior and using that knowledge to accelerate the transition to a low-carbon future. BECC 2022 is more than just a conference – it is a fun social community that is passionate and excited about mitigating climate change. We are proud to [sponsor, present at, attend, or your role at BECC 2022] this year’s conference.

Register now to lock in the best possible rate: <https://beccconference.org/>. We hope to see you there!

## Conference Graphics

To download the image in the highest resolution, click the graphic and follow the link to download.

[Click here](#) if you want to download all of the images all at once.

## Sponsors

Landscape image - just add your logo in the white space!



Square image - just add your logo in the white space!



# Speakers

Individual landscape image - just add your image over the cloud/hills placeholder!



Individual square image - just add your image over the cloud/hills placeholder!



Organization landscape image - just add your logo in the white space!



Organization square image - just add your logo in the white space!



# General

Logo



Landscape image



Square image



Landscape personal conference photo template - just add your image over the cloud/hills placeholder!



Square personal conference photo template - just add your image over the cloud/hills placeholder!



# Social Media Posts

## Sponsors

[Organization] is proud to be a part of the ever-growing @BECCconference community of thought leaders, sustainability advocates, technical experts, policymakers, and more. We're sponsoring #BECC2022 and we hope to see you there!

Why are we sponsoring #BECC2022? Because we want to uplift @BECCconference's community of practitioners dedicated to [insert your focus area at BECC 2022, such as "bringing together experts to learn from one another", "collaborating across sectors to find behavior-based solutions to the climate crisis", or "ensuring solutions to the climate crisis are equitable and inclusive"]. We hope to see you there! Register: <https://beccconference.org/>

We're proud to sponsor #BECC2022 because we care about [insert your focus area at BECC 2022, such as "bringing together experts to learn from one another", "collaborating across sectors to find behavior-based solutions to the climate crisis", or "ensuring solutions to the climate crisis are equitable and inclusive"]. Make sure to follow @BECCconference for all the latest conference details!

Post 4 (14 characters remaining):

.[\[your twitter handle here\]](#) is proud to sponsor the Behavior, Energy and Climate Change (BECC) conference!

Join us Nov. 13-16 as we explore how understanding human behavior and decision making can help us reach a low-carbon future. #BECC2022

<https://beccconference.org/register/>

## Speakers

[Organization] is excited to be a featured presenter at the Behavior, Energy & Climate Change conference this year! At #BECC2022, we'll be speaking about [brief description of your topic]. Follow @BECCconference for all the details!

I'm excited to announce that I will be one of the featured presenters at the Behavior, Energy & Climate Change conference this year! At #BECC2022, I'll be speaking about [brief description of your topic]. Follow @BECCconference for all the details!



Post 3:

Join me, [your Twitter handle here], at #BECC2022 in Washington DC November 13-16 to hear about [short description of what your panel/talk is about goes here].

Register 

<https://beccconference.org/register/>

Post 4:

I'll be moderating a panel on [short description of panel subject goes here] at #BECC2022 November 13-16 in Washington DC.

Don't miss out, register today!

<https://beccconference.org/register/>

Post 5:

Are you interested in [panel title or short description of what will be discussed goes here]?

Then join me Nov. 13-16 for the Behavior, Energy and Climate Change (BECC) conference! #BECC2022.

<https://beccconference.org/register/>

Post 6:

A conference at the intersection of behavioral science and climate change, what could be better!?!

Don't miss out on the Behavior, Energy and Climate Change (BECC) conference in Washington DC, Nov. 13-16.

Register for #BECC2022 today.

<https://beccconference.org/register/>

See if you can spot a familiar name in the #BECC2022 agenda 🤖. I'm excited to be presenting at this year's conference on [brief description of your topic]. See you this November!  
<https://beccconference.org/agenda/>

## General

@BECCconference is back and in person this year! This November, they will be discussing behavioral solutions to the #climatecrisis through the theme of "Engaging All Voices." We hope to see you there! #BECC2022

Register: <https://beccconference.org/>

Register now for the #BECC2022 annual conference — I'll be there! <https://beccconference.org/>

We're counting down until #BECC2022 in Washington, DC! Will you be there?

#TBT to the last time I attended the Behavior, Energy & Climate Change Conference! Don't forget to register for #BECC2022 so we can connect in person (!! ) in DC this year 🍷. Register: <https://beccconference.org/>

Post 3 (2 characters remaining):

The Behavior, Energy and Climate Change (BECC) Conference is next month!

Join us Nov 13-16 in Washington DC as we explore human behavior and decision making and how we can use that knowledge to accelerate the transition to a low-carbon future. #BECC2022

<https://beccconference.org/register/>

Post 4:

How can we change collective behavior to fight racism and solve climate change?

Debra Gore-Mann with @Greenlining will be exploring this question during her #BECC2022 keynote speech on 11/14.

Don't miss out, register today ↓

<https://beccconference.org/register/>

Post 5:

What new methods can we use to help achieve energy justice, and how can they account for energy-limiting behaviors and the relationship to household energy usage?

Find out at #BECC2022 when Dr. Tony G. Reames from @ENERGY joins us.

<https://beccconference.org/register/>

Post thread

Post 1:

The 2022 Behavior, Energy and Climate Change (BECC) conference has topic pathways to help you decide among our 50+ conference sessions!

Post 2:

Whether you're interested in equity, transportation, social science, utilities/renewables, technology, design/evaluation, or a little of everything, you can choose your own adventure at #BECC2022.

Register today:

<https://beccconference.org/register/>

Post 6:

In addition to our 50+ conference sessions, #BECC2022 has plenty of networking opportunities including yoga, a poster reception, all-levels running, an evening social, and even a film festival!

Don't miss out! Join us Nov 13-16.

<https://beccconference.org/register/>

Post 7:

What challenges do utilities face when it comes to electrifying the grid?

Join us at #BECC2022 for a panel diving into rate design, natural gas #decarbonization, & #RenewableEnergy & carbon offsets.

<https://beccconference.org/register/>

Post 8:

What can cities do to incentivize green travel choices?

@USDOT, @USDOTFHWA, @betterDCregion, & @ICF will be discussing various policy options during day 1 of #BECC2022.

Register today:

<https://beccconference.org/register/>

Post 9:

Behavioral science can be very helpful for informing public policy.

At #BECC2022, we'll hear about emerging trends and perspectives from the local to the national level.

<https://beccconference.org/register/>

Post 10 (1 character left on Twitter):

As we work to incorporate equity into our sustainability and energy policy, it's important that organizations and communities take a systems approach.

Energy 350, Inc., @SEACityLight, & @solarforgood will be discussing what this looks like at #BECC2022.

<https://beccconference.org/register/>

Post 11:

At #BECC2022, we don't just have panels, we work to solve real-world problems.

You can play a part as we tackle helping the City of Minneapolis in their efforts to encourage residents to switch from gas to induction cooktops.

<https://beccconference.org/register/>

Post 12:

The #ElectricVehicle market is booming, but how can we help overcome barriers to #EV adoption?

Register for #BECC2022 and join us Nov 13-16 to find out!

<https://beccconference.org/register/>

Post 13:

How can we achieve higher demand response savings with behavioral science?

@Sense & @ohmconnect join #BECC2022 to discuss the topic and explore options.

<https://beccconference.org/register/>

Post 14 (14 characters remaining on Twitter):

Solving energy insecurity will take an all-hands-on-deck approach.

At #BECC2022, we'll hear about a "community-first" approach to homelessness; energy burdens, energy equity, and efficiency deserts; & inclusive eco financing.

Register today!

<https://beccconference.org/register/>

Wow, there's so much to choose from at #BECC2022! Can't wait to hear from [speaker/organization]. Check out their conference agenda to start planning your BECC 2022 experience. See you there! <https://beccconference.org/agenda/>

Can't wait to hear from Debra Gore-Mann of @Greenlining at #BECC2022 on the topic of changing collective behavior to fight racism and solve climate change.

Can't wait to hear from @tgreames at #BECC2022 on the Department of Energy's Justice40 Initiative, data-driven methods of pursuing energy justice, and equitable decarbonization pathways.