

COMMUNICATION TOOLKIT FOR PARTICIPANTS

EU SPORT CONGRESS

The congress for the
Erasmus+ Sport
projects

www.sportcongress.eu

NOVEMBER
4-5 2025
LILLE



Introduction

As we approach the European Sport Congress 2025, we would like to provide you with some information in order to help you share and amplify your experience, as well as the expected outcomes of the Congress via your personal and/or organisations' channels before, during, and after the event.

We encourage you to disseminate this information to other colleagues from your organisation, including those in charge of social media.

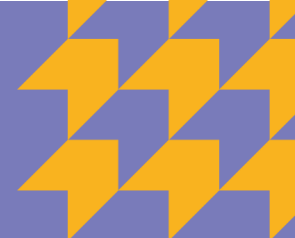
Key Information about the EUSC

The European Sport Congress (EUSC) is an international event focused on the European perspective of sport, the design and implementation of innovative projects, and the internationalisation of sport-related institutions and the mobility of their staff.

This event has been conceived considering the needs of institutions, researchers, and athletes, to have a meeting point where they can share their projects, exchange ideas and create meaningful synergies.

The EUSC has the clear intention to become a supportive event for the Erasmus+ Sport Call and a complementary event to the Erasmus+ Sport InfoDay and the EU Sport Forum, by establishing the following goals:

1. Promote key information about the Erasmus+ Sport call;
2. Disseminate results and experiences from funded projects;
3. Facilitate the communication and visibility of innovative ideas and accelerate proposals;
4. Enable the acquisition of practical information for proposal drafting and project implementation;
5. Stimulate networking among different stakeholders within the EU scheme.



2025 edition

The EUSC is a yearly event held at different locations. The second edition will be hosted in Lille (France), on the 4th and 5th of November 2025.

The **EUSC 2025 Edition** programme has been carefully designed to achieve the EUSC's objectives, facilitating access to some of the most prolific sport figures and stakeholders, ensuring effective communication and discussion opportunities among the participants, and maximising the impact and visibility of the sponsors involved and the public and private organisations participating in the Organising Committee.

All the information about the programme and the Congress can be found here: <https://sportcongress.eu/>

Key handles/hashtags/assets/channel

- Key handles to tag, should you post on X or LinkedIn:
 - X: @EuSportCongress
 - LinkedIn: [European Sport Congress](#)
- Key hashtag to include: #EUSC2025
- Link to the event website where all the pictures will be uploaded:
<https://sportcongress.eu/media/>

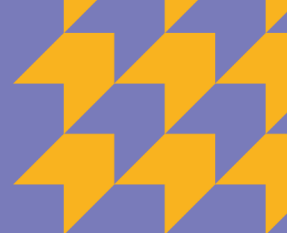
Media requests

Should you receive any queries from journalists prior to or during and after the event, please feel free to contact our Secretariat for assistance at secretariat@sportcongress.eu

Asset bank

At the link below we have created an asset promoting the Congress in the correct specification for social channels, which you are free to use as you wish (Fixed). We have also provided a version where you can add your own branding too if desired (Editable). Instructions for how to edit the editable asset below:

- Open 'editable' file in PowerPoint
- Click on box "INSERT LOGO HERE", choose logo from your folders.



- Click the Crop icon under "Picture Format" (there is a screenshot for this off the artboard). Click "Fit".
- File > Export > File Format "Jpg"

We will also be updating the [media section](#) in real time during the event to provide in-the-moment assets for your use – including both ‘clean’ imagery and designed assets featuring notable statements/moments from the event.

The assets can be found [HERE](#)

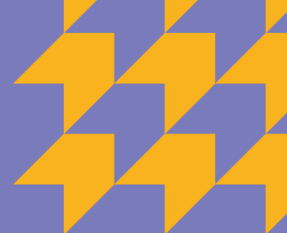
Posting Guidance - pre-Congress

Content role:

- Express excitement for your participation at the event and expectations for what will be achieved.
- Look forward to collaborating with other attendees.
- Reference that the Congress is a unique opportunity for institutions with Erasmus+ Sport funded projects, researchers, organisations and individuals with an interest in sports to disseminate, network and learn.

Example copy (for reference):

- *Delighted to be attending (/speaking at) the European Sport Congress 2025 on 4-5 November in Lille! A fantastic opportunity to connect with sport stakeholders from all over Europe and discuss the future of sport. Looking forward to two days of learning and collaboration. @european-sport-congress #EUSC2025*
- *Cannot wait to learn from the high-level speakers at the European Sport Congress in a few weeks. The agenda is packed with insightful sessions on innovation and education in sport. Excited to see what we can achieve together in Lille! @european-sport-congress #EUSC2025*
- *Thrilled to be heading to Lille for the European Sport Congress 2025! It's a key event for anyone involved in European sport projects, and I'm eager to connect with fellow*



professionals and build new partnerships. See you there! @european-sport-congress #EUSC2025

• As a passionate advocate for the power of sport, I'm excited to be attending the European Sport Congress 2025. It's the perfect platform to discuss Erasmus+ Sport projects and share best practices for a more inclusive and active Europe. @european-sport-congress #EUSC2025

Posting Guidance - mid-Congress

Content role:

- Celebrate notable sessions or speakers that really resonate with you.
- Amplify innovative outcomes that come out of the sessions.

Example copy (for reference):

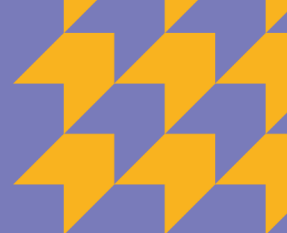
• Brilliant session today hosted by [Speaker Name] at the European Sport Congress. A powerful message on the importance of [Session Topic, e.g., grassroots funding, digital innovation]. @european-sport-congress #EUSC2025

• Incredible insight from today's panel with [Speaker Name] at the European Sport Congress, highlighting that [Key Insight/Statistic]. True motivation for us to continue driving change through sport. @european-sport-congress #EUSC2025

• No greater example of the collaborative impact of sport than here at the European Sport Congress. Proud of what this group of dedicated stakeholders has achieved already and will keep building together. @european-sport-congress #EUSC2025

• Really enjoying being at (/speaking at) the European Sport Congress in Lille. A brilliant group of attendees all committed to the cause and some fascinating insights into the future of European sport. @european-sport-congress #EUSC2025

• A great honour to attend (/speak at) the European Sport Congress today. An important moment for the European sport community to come together, share best practices, and build for the future. @european-sport-congress #EUSC2025



Contacts/Questions

For any questions or guidance on this document, please contact secretariat@sportcongress.eu