

# Help ECPAT-USA Combat Human Trafficking and Reach 20,000 Business Events Leaders in Our 20BY20 Campaign

## Our Goal

To teach twenty thousand events industry professionals what they can do to prevent and respond to human trafficking by July 30, 2020. **20BY20** will launch on July 30, 2019, in conjunction with the United Nations designated World Day Against Trafficking in Persons to drive awareness and inspire action that establishes the events industry as a front line of defense for authorities to help combat human trafficking.



Help build a future free from human trafficking.

## ECPAT-USA Business Events Advocates

Pledge your participation by **July 19, 2019**, to be a founding sponsor and receive the recognition ECPAT-USA's website and throughout our digital and social channels.

You will receive a link to an online toolkit which includes:

- Graphic that can be posted on your website identifying your support
- Messaging that can be used on your communications channels (website, social, digital, community) to endorse/encourage participation for the launch and throughout the year
- Customizable introduction post for your communications channels
- Links to ECPAT-USA social media channels
- Ongoing awareness messaging throughout the campaign

*For promoting the campaign and **actively encouraging** your team and/or members get trained, you'll receive the following:*

- Second tier recognition on ECPAT-USA website
- Founding designation (if confirmed by July 19, 2019)

## Content for July 30 Launch

- Overview post to promote your participation
- Campaign hashtags
- Web ads of various sizes
- Key messages
- Information links

Your organization's responsibility will be to actively promote your support and encourage your members and other stakeholders to take the training on all your engagement platforms, both digital and in-person. Additional engagement tools, materials, and ideas for face-to-face engagements can be found [here](#).

## For More Information or to Sign-on

Contact: [michelle@ecpatusa.org](mailto:michelle@ecpatusa.org)

Visit: [www.ecpatusa.org/20BY20](http://www.ecpatusa.org/20BY20)

### **About 20BY20**

An integrated, industry-wide awareness campaign to educate business and social event, and travel industry professionals to identify and respond to the commercial exploitation of children.

This course provides both time-efficient and cost-effective training. In 25 minutes, *Preventing & Responding To Human Trafficking And The Commercial Sexual Exploitation Of Children* addresses the issue of human trafficking as well as the intersections between human trafficking and the events/travel industry. The module is available in English, Spanish, Portuguese, and French. ECPAT-USA also offers free tools and resources that can be used in conjunction with the training to help companies combat trafficking and inform clients and suppliers of their commitment.