

## **1. Download the Participant Kit**

The Participant Kit comes in a compressed format (.zip) and includes three graphic banners in different sizes, adaptable to most corporate website standards.

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## **2. Choose the appropriate communication channels**

Use the banners across your organization's communication channels to make your participation in ALAS20 visible. Recommended media include:

- Corporate websites
- Newsletters
- Press releases
- Social media

These examples are detailed in the case study section of the [ALAS20 website](#).

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## **3. Link the banners to the voting page**

To encourage participation in the voting process, make sure the banners are linked to the official ALAS20 voting page. The link you should use is:

<https://www.alas20.com/select-vote-language-alas20-2025/>

This will allow visitors to access the voting process directly.

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## **4. Adapt the banners to your platforms**

Ensure that the banners are properly integrated into your digital platforms. Since the kit includes banners in different dimensions, choose the one that best fits each platform to guarantee optimal presentation.

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## **5. Actively promote your participation**

Share your participation in ALAS20 with your audience. Publish the banners across your communication channels and encourage your stakeholders to get involved in the voting process. Proactive communication can increase the visibility and impact of your participation.