

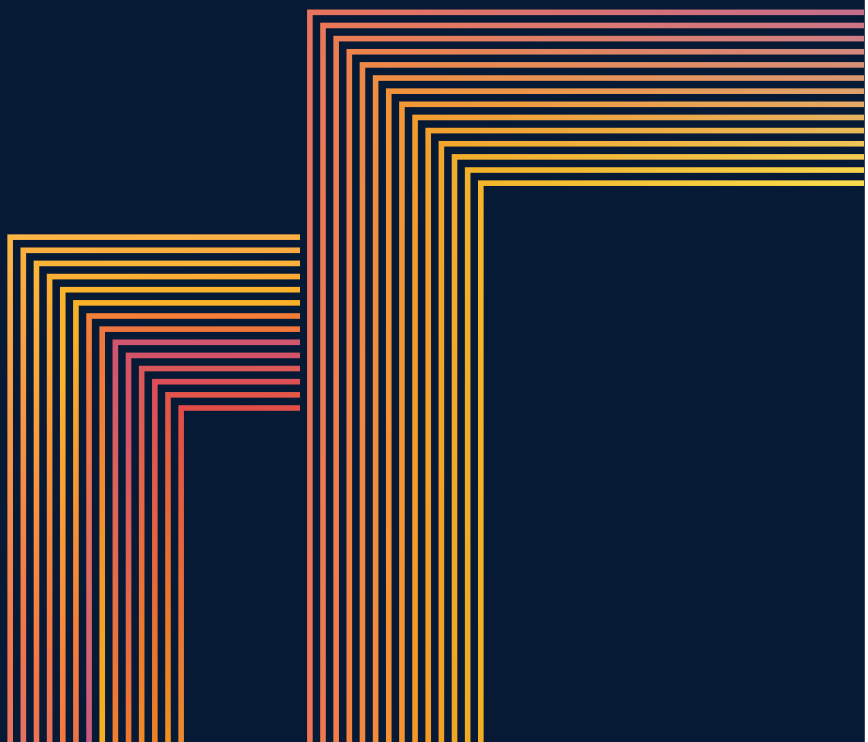


# Global Conference on **Energy and AI**

**Social Media Kit**  
4-5 December 2024

*Updated: Friday, November 15, 2024 3:03 PM*

International  
Energy Agency



# Social media kit

**Key event details:** 4 December (Forum) and 5 December (High-Level Roundtable) 2024, Paris

**Communications contact:** [grace.gordon@iea.org](mailto:grace.gordon@iea.org)

## Key accounts to tag:

- Twitter/X: [@IEA](#), [@fbirol](#)
- LinkedIn: [IEA LinkedIn](#); [Dr Fatih Birol's LinkedIn](#)
- Facebook: <https://www.facebook.com/internationalenergyagency/>
- Instagram: <https://www.instagram.com/internationalenergyagency/>

## Key links:

- [Main event page](#) - for external promotion of the event
- [InWink event page](#) - for event attendees only, please do not disseminate

## Promotional materials for your use:

- Social media visual for Conference: [Square](#); [Horizontal](#)
- [Promo video](#)
- We are also happy to provide your team with personalised social media graphics ([example](#)) with you / your participant's image and a short quote leading up to the event.
  - If you would like a customised card, please send a brief statement about your / your participant's involvement [280 characters max.] that can be used, as well as your preferred headshot to [EnergyAI@iea.org](mailto:EnergyAI@iea.org).

## Existing posts from the IEA accounts that you could consider amplifying:

- Posts from the IEA accounts: [Twitter / X](#), [LinkedIn](#)
- Posts from Dr Fatih Birol's accounts: [Twitter / X](#), [LinkedIn](#)

## Key messages for social media:

- Artificial intelligence (AI) is emerging as one of today's most important technologies, and its impact on the energy sector could be transformative.
- The energy sector is already applying AI to improve how energy is produced, consumed and distributed. At the same time, expanding AI and the digital economy requires huge data centres that run on electricity.
- To analyse the implications of AI on the energy sector, IEA is launching a new major initiative — “Energy for AI & AI for Energy”. The Global Conference on Energy & AI, which will be held in Paris on 4 and 5 December, is a major milestone in this initiative.
- As the world's energy authority, covering all fuels & technologies, the IEA is uniquely placed to lead global efforts to understand the energy & AI nexus

## Suggested social media posts for participants' use:

### 5 December - High-Level Roundtable on Energy & AI

1. AI is emerging as one of today's most important technologies.

To explore the implications of the AI revolution on the energy sector, I'll join leaders from around the globe at @IEA's Global Conference on Energy & AI in Paris on 5 December

More → [[link to event page](#) + [social media visual](#)]

2. Looking forward to taking part in @IEA's Global Conference on Energy & AI on 5 December in Paris

I'll join experts from government, the energy & tech sectors, academia and civil society to address the implications of this transformative technology → [[link to event page](#) + [social media video](#)]

3. On 5 December, I'll join leaders at @IEA's Global Conference on Energy & AI to discuss how we can leverage this key technology to achieve energy & climate goals

The Conference is part of IEA's new initiative analysing the impacts of AI on the energy sector 🙌 [[link to event page](#) + [social media visual](#)]

#### **4 December: Forum on Energy & AI**

1. AI is emerging as one of today's most important technologies.

To explore the implications of the AI revolution on the energy sector, I'll join experts from around the globe at @IEA's Global Conference on Energy & AI in Paris on 4 December

More → [[link to event page](#) + [social media visual](#)]

2. Looking forward to taking part in @IEA's Global Conference on Energy & AI on 4 December in Paris

I'll join experts from government, the energy & tech sectors, academia and civil society to address the implications of this transformative technology → [[link to event page](#) + [social media visual](#)]

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