



International
Jewellery Fair

Where Brilliance Connects

2025 SO EASY DIGITAL KIT

WITH EXPERTISE EVENTS



Introduction

Please find below, for your convenience, several pre-generated Emails and Social Media Posts that look to promote YOUR presence at the International Jewellery Fair. We understand that in this day and age; time is a costly asset; and so, we hope these digital pieces can assist you to deliver a successful marketing campaign, event presence and ROI. All text has been designed so you can easily and simply drop in information relating to your brand/business, and what you will have on offer at the International Jewellery Fair. The images have been designed so you can simply place your logo within them for effective and easy co-marketing campaigns.

Digital Assets

Please see the following link to a few digital assets you can use to further promote your presence at the [International Jewellery Fair](#).

Social Media

Post number	Copy
Post 1 When you receive onboarding docs	We are absolutely thrilled to announce we will be attending the International Jewellery Fair on August 23-25, 2025. Don't miss one of the most important trade buying events of the year where you'll have the opportunity to reconnect, see, touch and experience again. Come join us and <See our new XXXX > . Register for your free pass online at International Jewellery Fair Registration
Post 2 In weeks leading up to event	Exciting Announcement!! Join us at the International Jewellery Fair for an exclusive opportunity to discover the secrets of transforming your space into a stunning masterpiece with the products available at our stand.

	<p>Don't miss this incredible chance to elevate your decor game and create spaces that leave a lasting impression. See you at the event!</p>
<p>Post 3 1-2 weeks before event</p>	<p>Check it out, a sneak preview of what <BRAND> will be bringing to the International Jewellery Fair. Have you secured your free passes for the Fair? Head to International Jewellery Fair Registration to book in, and make sure <BRAND> is the first on your list. The International Jewellery Fair, August 23-25 at the International Convention Centre, Sydney, it is one event you won't want to miss!</p>
<p>Post 4 Few days before the event</p>	<p>Industry enthusiasts, the International Jewellery Fair is just around the corner and man it is gearing up to be an incredible couple of days of action, education, networking and most importantly; inspiration. August 23-25, International Convention Centre, Sydney.</p> <p>Drop in, say hi, and check out what we have on offer! <If you are performing a specific educational piece or live demo, then promote what time and what it is>. Secure your registration at International Jewellery Fair Registration</p>
<p>Post 5 Start of event</p>	<p>And the doors are open to the International Jewellery Fair!</p> <p>Be sure to pop down to the International Convention Centre, Sydney, and get amongst networking and education opportunities. We've got some great <deals and offers> at our stand (Stand #X) so be sure to pop in and say hi!</p> <p>For more information and opening times, head to International Jewellery Fair Registration</p>
<p>Post 6 During event</p>	<p>Don't miss your chance to stock up with fresh, exciting products post-holiday season see us at stand (Stand #X) to view our latest ranges. Register now and be ready to witness the latest trends.</p> <p>Register today and Get Ahead of the Game!</p> <p>International Jewellery Fair Registration</p>
<p>Post 7 Day after event</p>	<p>And that's a wrap for the International Jewellery Fair!</p> <p>We would like to thank everyone who attended this incredible event and what a couple of days it was. We are so thrilled to be a part of such an amazing industry and to connect with each other face-to-face again. Jump onto our website and check out all our post event hype. We can't wait to be back in 2026! <Brand/Company Website></p>

Email

Email Number	Copy
Email 1 In weeks leading up to event	<p>Dear <Name>,</p> <p>We invite you to join us at the International Jewellery Fair! The Fair is a must attend for all those in the Industry as it is the perfect opportunity for you to reconnect, see, touch and experience again. The International Jewellery Fair takes place on Saturday – Monday August 23-25, 2025 at the International Convention Centre, Sydney.</p> <p>Enjoy everything the fair has to offer, discover new products in person, and establish your relationship with beneficial supply partners.</p> <p>OUR STAND <Insert information relating to your stand at AJF. What will be on offer, your stand number, any class Sessions you will be hosting, etc.></p> <p>Discover the secrets of transforming your space into a stunning masterpiece with the products available at our stand. Don't miss this incredible chance to elevate your decor game and create spaces that leave a lasting impression. See you at the event! For more information and to register for your passes; visit International Jewellery Fair Registration</p> <p>For more information on what we will have on offer, head to <insert company website>.</p> <p>Kinds regards, <Brand/Business></p>
Email 2 Few days post event	<p>Dear <Name>,</p> <p>That's a wrap for the annual International Jewellery Fair!</p> <p>We would like to thank everyone who attended this incredible event and what a couple of days it was. We are so thrilled to be a part of such an amazing industry and to have connected with each other face-to-face again. <Insert some text about the event highlights from your perspective. Did you perhaps host Live Demo, or an Education Session?></p> <p>Whilst the International Jewellery Fair is held annually, our doors are open all year round. So be sure to head to our website <brand website link> for our full range of products, services and reach out to our friendly team for any queries. <Are you able to provide a special offer for those who attended and perhaps engaged with your stand at International Jewellery Fair>.</p>

If you were unable to make it to this year's Event, there is no need to stress!
Our incredible range that was available at the fair is also available on our
Website - [<Brand Website Link>](#).

Lastly, stay up to date with all that is going on in the [<Brand/ Company>](#)
world by connecting with us on Social Media. [<Facebook/Instagram Link>](#)

Thanks again, and we cannot wait to reconnect with you as a whole industry
again next year at the International Jewellery Fair.

Kind regards,
[<Brand/Business>](#)