



5TH INTERNATIONAL
RICE CONGRESS
SINGAPORE 2018
ricecongress2018.irri.org



DIGITAL TOOLKIT

The 5th International Rice Congress (IRC 2018) takes place from 15 to 17 October 2018 at the Marina Bay Sands, Singapore. We encourage **YOU** to drive conversation and share stories of your IRC 2018 experience online.

Background

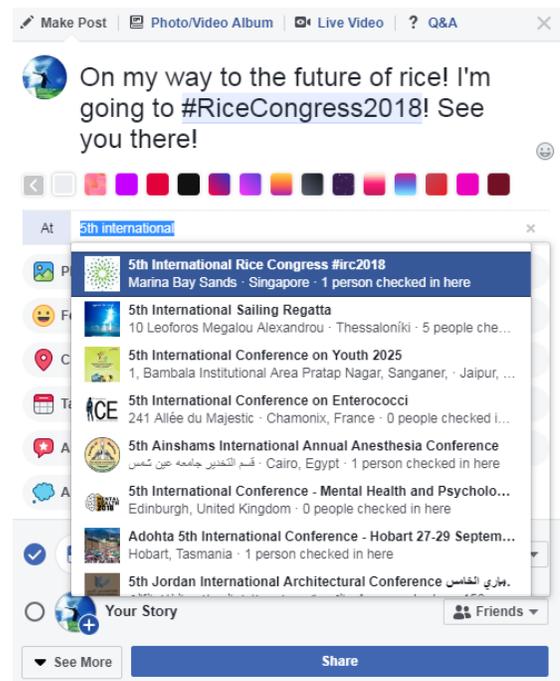
- The 5th International Rice Congress is the biggest gathering of thought leaders, scientists, policymakers, agriculture experts, and technology providers in the rice sector.
- Held every four years, IRC provides a venue for all players in the rice industry to meet, share, and learn about the latest game-changing innovations, cutting-edge technologies, and crucial policies shaping the future of the globe's most important staple crop.
- We are expecting attendees from various countries to attend this 3-day event which will feature five plenary sessions, over 30 side events, and 50 groundbreaking flash talks. Furthermore, IRC 2018 hosts the International Rice Research Conference (IRRC 2018) and the 8th Rice Genetics Symposium (RG8).

How to Get Involved

- Follow us on [Facebook](#), [Twitter](#), [Instagram](#), YouTube, and [LinkedIn](#) use the hashtags [#IRC2018](#) and [#RiceCongress2018](#) when you post about the event.
- You may use the sample social media messages below.
- Share some of IRC 2018’s social media graphics.
- Change your profile picture via our [IRC Facebook frame](#) and use the IRC geotag.



Let your friends know that you will be part of something big! Update your profile picture with the IRC 2018 Facebook Frame.



Use our IRC 2018 geotag on your Facebook. Just click **Check-in** when updating your status and type *5th International Rice Congress*.

Also available on Instagram.

LIVESTREAM GUIDE

We encourage original content from participants and exhibitors alike to better engage the public about how rice is envisioned to be developed in and for the future. You may post livestreams of the side events, keynote presentations, and booths via your own Facebook (Live), Twitter (Periscope), YouTube, and Instagram (IGTV). Don't forget to tag IRRI's social media accounts and use the hashtags [#IRC2018](#) and [#RiceCongress2018](#).

Sample caption:

"Currently at [name of booth, title of side event or presentation, etc.] and learning about [name of topic, etc.]. [#RiceCongress2018](#) [#IRC2018](#)."

SAMPLE SOCIAL MEDIA MESSAGES

Let your networks know that you'll be part of something big!

I'll be joining [#RiceCongress2018](#) in [#Singapore](#) to see the latest [#ag](#) [#innovations](#) and policies that will shape the [#future](#) of [#rice](#). [#IRC2018](#) [ricecongress2018.irri.org](#)

[CLICK HERE TO TWEET](#)

[#Innovations](#) happen when bright minds come together. See you at [#ricecongress2018!](#) [#IRC2018](#) [ricecongress2018.irri.org](#)

[CLICK HERE TO TWEET](#)

Let's make innovations happen from seeds to global impact. Come and join the discussion about [#ag](#), [#climatechange](#), [#sustainabledevelopment](#), [#foodsecurity](#), [#nutrition](#), and more at [#ricecongress2018!](#) [#IRC2018](#) [ricecongress2018.irri.org](#)

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Share your thoughts about our speakers!

Addressing challenges in today's [#agriculture](#) [#industry](#) demands the best [#strategies](#) and [#practices](#). Learn more from Olam co-founder Sunny Verghese and other keynote speakers at the [#RiceCongress2018](#). [ricecongress2018.irri.org](#)

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Creating #linkages and #impact in the #global #rice sector is possible with a multi-disciplinary approach and application of modern technology. Learn ways to #innovate #agriculture and more from Amazon.com's CTO Werner Vogels at #RiceCongress2018. ricecongress2018.irri.org

[CLICK HERE TO TWEET](#)

A strong #global #agriculture industry is one that tackles agricultural #policy issues and promotes #economic justice to all members of the #rice sector. Hear more from Oxfam America's Global Agriculture Advisor Le Nguyet Minh at #RiceCongress2018. ricecongress2018.irri.org

[CLICK HERE TO TWEET](#)

Improving the #rice #genome is key to ensuring #global #food #security for the next generations. Be updated on the development of #rice #biotechnology from Huazhong Agricultural University Professor Qifa Zhang at #RiceCongress2018. ricecongress2018.irri.org

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Shaping the future of #ag through innovation requires various disciplines & sectors to come together. Learn more from @Bayer4Crops Division Head for Asia Pacific Jens Hartmann at #RiceCongress2018. ricecongress2018.irri.org .

[CLICK HERE TO TWEET](#)

Inclusive #innovation aids in finding solutions to global challenges in #ag and #food #security. Gain new insights from Krysta Harden, @corteva Agriscience VP for External Affairs, & Chief Sustainability Officer, at #RiceCongress2018 in Singapore. ricecongress2018.irri.org

[CLICK HERE TO TWEET](#)

Use your platform to disseminate the importance of innovation in rice research

How does innovation in #rice address challenges that we face in the modern world? Asst. Director General & FAO Rep for Asia & the Pacific Kundhavi Kadiresan talks about the enormous role that rice plays to achieve #zerohunger. #IRC2018 #ricecongress2018 <https://youtu.be/iCoqP2lbQP8>

[CLICK HERE TO TWEET](#)

IRRI Climate Change specialist Ole Sander shares the need to analyze the necessities of #rice-growing countries, develop #technologies, and #reach #scale in order to #mitigate the harsh effects of #climatechange. #ricecongress2018 #IRC2018 <https://youtu.be/fIVT95gCuSg>

[CLICK HERE TO TWEET](#)

How does #RiceCongress2018 address the UN #SDGs? Dr Jim Godfrey, Chair of the IRRI Board of Trustees, puts on his multiple hats as an active player in the #agriculture sector to highlight the various collaboration opportunities at #IRC2018. <https://youtu.be/y-0qjs0FzyQ>

[CLICK TO TWEET](#)

#IRC2018 Science Program Committee Co-Chair Bas Bouman discusses the many ways that #rice initiates developments of #disruptive #technologies and #systems to find solutions that benefit players both within and outside the rice #value #chain. #ricecongress2018 <https://www.youtube.com/watch?v=kxAz-RYJYYo>

[CLICK TO TWEET](#)

GRAPHICS

DROUGHT
severely affects 25 million hectares of rainfed rice in South and Southeast Asia alone.

FLOODING
threatens 20 million hectares of rice land in Asia. Rice dies within days of complete submergence.

be climate-smart.
By using drought-tolerant rice, farmers can enjoy a 0.8 to 1.2 tons per hectare yield advantage than non-drought-tolerant varieties. This yield advantage will make the 23 million hectare-drought prone area to be much more productive, contributing to food security in poor rural communities.

withstand and recover.
A rice variety that can withstand being submerged under water for two weeks has been developed by IRRI. Through conventional breeding, scientists scoured rice's rich diversity for a gene that gives flood-tolerance. After the gene (called SUB1 gene) was found, it was infused into popularly grown rice varieties in rice-growing countries in Asia.

AutoMonPH
is a cost-efficient, Internet of Things (IoT)-based decision support tool. Developed by IRRI, it provides farmers with real-time field monitoring of water level and irrigation systems.

DRONE TECHNOLOGY
allows faster, safer, and more precise management of the field.

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Download IRC 2018 graphics here. Updated regularly:
<http://ricecongress2018.irri.org/shareable-content>

DOWNLOAD THE IRC 2018 EVENT APP

Get connected and make the most out of your #RiceCongress2018 experience. Know your way around the conference, schedule sessions, plan your engagements, and see what others are talking about via social media. Explore and download the #IRC2018 app now.

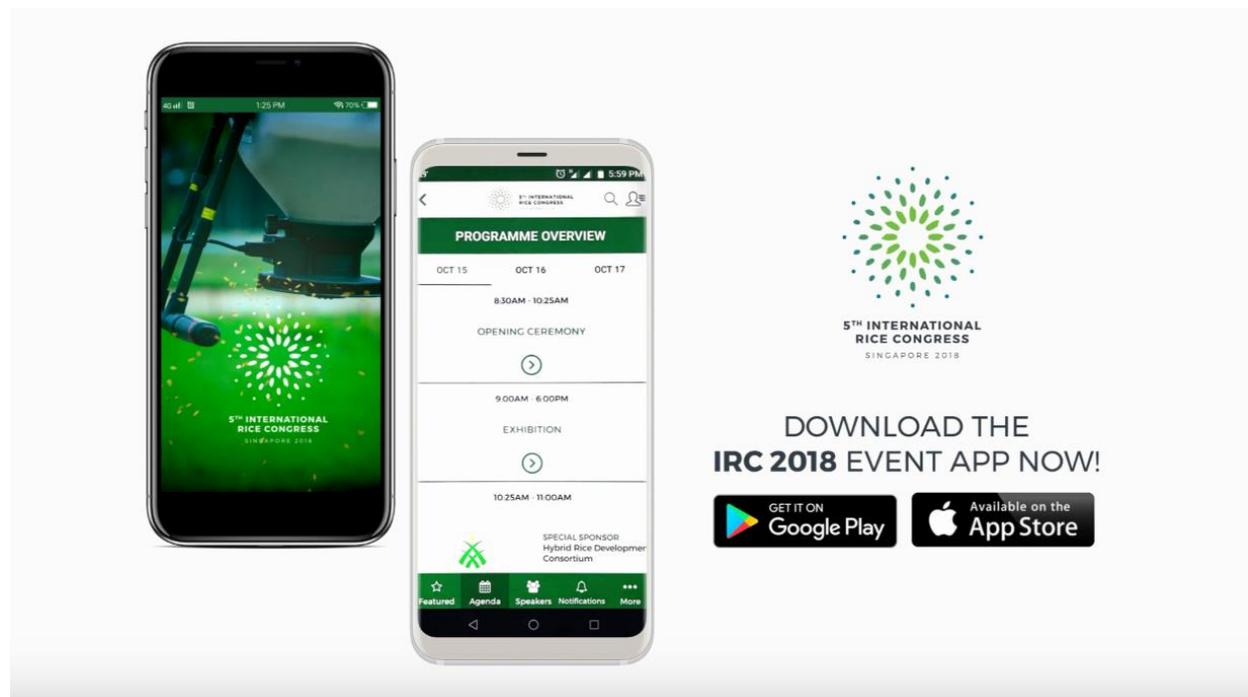
iOS: <https://itunes.apple.com/app/irc-2018/id1436949684?mt=8>

Android: https://play.google.com/store/apps/details?id=com.actigage.irc_2018

How to use: <https://www.youtube.com/watch?v=UGQZsPpgcw0>



SCAN ME



5TH INTERNATIONAL RICE CONGRESS SINGAPORE 2018

PROGRAMME OVERVIEW

OCT 15	OCT 16	OCT 17
	8:30AM - 10:25AM	
	OPENING CEREMONY	
	9:00AM - 6:00PM	
	EXHIBITION	
	10:25AM - 11:00AM	
	SPECIAL SPONSOR Hybrid Rice Developer Consortium	

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DOWNLOAD THE IRC 2018 EVENT APP NOW!

GET IT ON Google Play Available on the App Store



Draw Connections to Other Issues

Use #RiceCongress2018 or #IRC2018 with other hashtags to draw connections across issues related to agriculture.

Primary Hashtag	<p>#IRC2018 #RiceCongress2018</p>
Secondary Hashtags	<p>#innovation #sustainableimpact #RiceScience #RICEfortheFUTURE</p>
Special UN hashtags for international observances	<p>October 15 International Day for Rural Women #ruralwomen #RiceForHer #RiseForHer #WomenInAg #GenderInAg</p> <p>October 16 World Food Day #FoodDay #WorldFoodDay #ZeroHunger</p> <p>October 17 International Day for the Eradication of Poverty #EndPoverty #StopPoverty #IDEP2018</p>
IRRI social media handles	<p>FB: @IRRI.riceresearch Twitter and IG: @irri</p>
5th International Rice Congress website	<p>ricecongress2018.irri.org</p>
Related Hashtags	<p>#zerohunger #climatechange #foodsecurity #GlobalGoals #SDGs #ag #gender #education #globaldevelopment #EndPoverty #plantscience #mechanization #disruptivetechnologies #genetics #nutrition #biotech</p>

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