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.

The International Rice Congress is a great opportunity for me to get in touch with experts from various fields and industries, especially those related to rice, and to discuss with them the major challenges the rice sector is facing today. I also hope to receive constructive feedback from the scientific community for my presentation in order to further enhance my research.” - Helene von Meyer, PhD Scholar under the ‘Globbing Rice Yield Gaps in Asia with Reduced Environmental Footprints’ (COIR/GAP) project

On my way to the future of rice! I’m going to #RiceCongress2018! See you there! Use our IRC 2018 geotag on your Facebook. Just click Check-in when updating your status and type 5th International Rice Congress.

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

CLICK HERE TO TWEET

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

CLICK HERE TO TWEET
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

CLICK HERE TO TWEET

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/iCoqP2lbQ8

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/flVT95gCuSg

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-0qjsOFzyQ](https://youtu.be/y-0qjsOFzyQ)

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](https://www.youtube.com/watch?v=kxAz-RYJYYo)

CLICK TO TWEET

GRAPHICS

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.


How to use: [https://www.youtube.com/watch?v=UGQZsPpgcw0](https://www.youtube.com/watch?v=UGQZsPpgcw0)
Draw Connections to Other Issues

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

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