**Season of AI - MCP Marketing Materials Guide**

This comprehensive marketing toolkit provides everything you need to successfully promote your Season of AI - MCP event. All materials are professionally designed and ready to customize with your event details.

**📥 Getting Started**

1. **Download** the PowerPoint templates from this folder
2. **Customize** with your event information (date, time, location)
3. **Save in JPG or PNG** format to use on social media and registration pages

**📱 Social Media Templates**

Our social media templates are designed to maximize engagement across all major platforms. Each template maintains brand consistency while being optimized for platform-specific requirements.

**Platform Specifications**

| **Platform** | **Dimensions** | **Template Features** |
| --- | --- | --- |
| **Instagram Feed** | 1080 x 1350px | Square format |
| **Instagram Stories/Reels** | 1080 x 1920px | Vertical format optimized for mobile viewing |
| **LinkedIn, X, BlueSky and Facebook** | 1080 x 1080px | Optimized for multiple platforms |

**Template Features**

* ✅ **Consistent branding** with Season of AI – MCP identity
* ✅ **Placeholder text** for easy customization
* ✅ **High-contrast design** for better readability
* ✅ **Multiple format options** for different content types
* ✅ **Professional quality** suitable for corporate sharing

**📋 Customization Guide**

**Required Information to Add:**

* [ ] **Event date** (e.g., "September 15, 2025")
* [ ] **Event time** (e.g., "2:00 PM - 5:00 PM")
* [ ] **Location/City** (e.g., "Sao Paulo, Brazil" or "Virtual Event")
* [ ] **Registration link** (your event registration URL)
* [ ] **Contact information** (optional: organizer details)

**Design Tips:**

* **Keep text concise** - Focus on essential information
* **Maintain brand colors** - Use the existing VS Code color palette
* **Test readability** - Ensure text is visible on all devices
* **Include call-to-action** - Always add registration or contact info