



JOINT PARTNERSHIP ANNOUNCEMENT DRAFT & CHECKLIST

You are now a Partner of Convera! Time to communicate this to both your customer base and the overall market. There are several ways to do this: via email, through your social media channels, and a joint partnership announcement.

Convera can help you draft and distribute these communications. Please reach out to your Channel Partners Representative to proceed through the steps below.

What we need from you:

- **A quote** from your most relevant representative including name and position.
- Additional **copy** you would like to include.
- Your company **boilerplate**.
- **A list of promotional channels** you are using to distribute the announcement.

ANNOUNCEMENT TIMELINE:

STEP 1:

- Draft announcement including partnership key points, quotes and boilerplates for both your organization and Convera.
- First draft approved by both your organization's and Convera's legal and compliance teams.

STEP 2:

- Revise where necessary based on feedback from your organization and Convera.
- Create social posts and graphics to share once announcement goes live.
- Agree on time/date of publication and distribution.

STEP 3:

- Publish and distribute on channels as agreed, including owned and social.
- Monitor and share any coverage.

ANNOUNCEMENT TEMPLATE

This is a suggested outline that can be extended and adapted as you see fit. It can also be used as a basis for other forms of communication such as e-mail and social media posts. **Please note that all external communication referencing Convera and its representatives must be approved in writing prior to its release.**

	Announcement
Target release date	...
Target audience	...
Personas
Channels of promotion

	Copy and structure (sample)
Title Subheading	XXX and Convera....
Location, Month, Date, Year	London, May 29 2023
Key highlights / relevance for the audience	We are proud to announce that we have entered into a partnership agreement with Convera, a global B2B payments company,.....
What's the partnership about / relevance to current industry trends	This partnership will allow us to expand the range of services offered to our customer base, leveraging Convera capabilities and knowledge in the fields of FX payments and FX risk management.
Partner quote	<i>"Partner's quote"</i> Partners' Rep
Convera quote	<i>"We are very excited to start a collaboration with XXX,</i> Howard Young- Channel Partners Global Director
About Convera	Convera is one of the largest non-bank B2B cross-border payments companies in the world. Leveraging decades of industry expertise and technology-led payment solutions we deliver smarter money movements to our customers – helping them capture more value with every transaction. Powered by a sophisticated and expansive global settlement network, Convera's capabilities are built on efficiency, accuracy, and compliance at its core, alleviating risk and accelerating smarter decision making. Convera serves more than 30,000 customers ranging from small business owners to enterprise treasurers to educational institutions to financial institutions to law firms to NGOs. Our mission is to make moving money so easy that any company in the world can grow with confidence.
About Partner	XXX is...
Contact details	For more information about this agreement, please reach out to: