April 2026



Project 525 Information Session Artwork Kit Guide

Your complete guide to ordering artwork from the marketing department

PROJECT 525

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INTRODUCTION

Information sessions are a key driver for awareness, engagement, and conversion into Project 525 programs.

These sessions are designed to:

- Educate prospective candidates and decision-makers
- Build credibility through clear program structure and outcomes
- Demonstrate the value of mentorship-led certification journeys
- Generate qualified registrations for CCNP, CCIE, and CCDE programs

To maximize results, webinars should follow a structured and repeatable approach across planning, promotion, and execution.

Recommended Webinar Platforms

Partners can host webinars on any platform that aligns with their audience and internal preferences.

Recommended platforms:

- Webex for strong alignment with the Cisco ecosystem
- Microsoft Teams as it is widely used by HR teams, line managers, and corporate audiences
- Other platforms such as Zoom or similar webinar tools

Key consideration:
Select a platform your audience is already familiar with to reduce friction and improve attendance rates.

Webinar Cadence and Structure

We recommend hosting at least one webinar per program per quarter (so three in total):

- CCNP | CCIE | CCDE

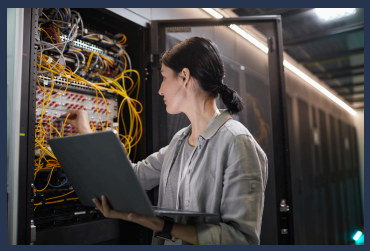
Important: Do not combine these sessions. Each program targets a different audience, requires different messaging, and operates at a different level of technical depth.

CCNP (Professional Level)



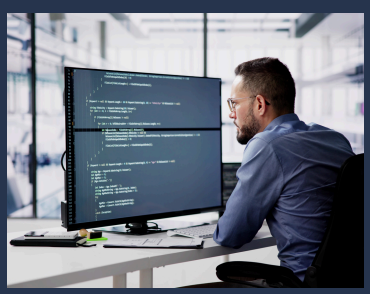
- Network Engineers in early to mid-career stages
- IT Support and Network Administrators
- Engineers looking to specialize or advance their careers
- Line Managers evaluating team development and upskilling

CCIE (Expert Level)



- Senior Network Engineers
- Network Architects
- Engineers pursuing expert-level certification
- Organizations investing in advanced technical capability

CCDE (Design Expert Level)



- Network Designers and Architects
- Senior infrastructure decision-makers
- Engineers focused on large-scale network design
- CTOs and technical leaders responsible for architecture strategy
- Engineers working across multiple vendor platforms
- Professionals seeking a vendor-agnostic approach to network design and architecture

Webinar Duration and Format

Information sessions should be concise, structured, and focused on delivering value.

Recommended duration:

- 45 minutes for standard sessions with a single presenter
- 60 minutes when including guest speakers

When to Extend to 60 Minutes

We recommend a longer session when you include:

- A Project 525 mentor sharing insights and guidance
- A Cisco representative providing industry perspective and credibility
- A program alumni sharing real-world experience and outcomes

These sessions add significant value and require additional time to ensure each speaker can contribute meaningfully.

Suggested Webinar Structure

45-Minute Session (Standard):

- 5 minutes: Welcome and introduction
- 25 to 30 minutes: Program overview and value
- 10 minutes: Q&A and closing

60-Minute Session (With Guest Speaker):

- 5 minutes: Welcome and introduction
- 25 to 30 minutes: Program overview
- 10 to 15 minutes: Guest speaker segment
- 10 minutes: Q&A and closing

Presentation Deck Guidelines

To ensure consistency across all Project 525 webinars, we have provided pre-built presentation decks for each program within the partner portal.

These decks are designed to:

- Maintain global brand consistency
- Ensure messaging alignment across regions
- Support effective and structured webinar delivery

Accessing the Decks

- Presentation decks are available under each course folder on the partner portal, download the relevant deck for your webinar (CCNP, CCIE, or CCDE)

What You Can Customize

You may update the content to better align with your audience, including:

- Local context or market relevance
- Speaker introductions
- Specific examples or use cases
- Event details such as date, time, and registration information

Presentation Deck Guidelines Continued

Branding Requirements (Mandatory)

To protect the integrity of the Project 525 brand, the following elements must not be changed:

- Slide layouts
- Color schemes
- Logo placement and sizing

Imagery Updates

If you would like to update visuals:

- Use only images from the approved imagery bank
- This can be found in the Guidelines section of the asset portal

Submitting Changes for Approval

If you plan to make significant updates or additions to the deck:

- Submit your updated presentation via the briefing form
- The NIL Africa Marketing Team will review and approve the content

Please allow up to 5 working days for review and feedback.

Best Practice Tips

- Keep slides clean and easy to follow
- Focus on value and clarity rather than volume of content
- Align your presentation flow with the recommended webinar structure
- Ensure your final slide includes a clear call to action



Promotion Channels and Best Practices

Based on proven success in South Africa, we recommend a multi-channel approach:

1. LinkedIn (Primary Channel)

- Create a LinkedIn Event
- Publish a minimum of 3 posts per webinar:
  - Initial announcement
  - Mid-campaign reminder
  - Final call to register

Amplification: Submit posts to Cisco for additional visibility via Cisco Learn platforms: **CLICK HERE**

2. Website Promotion

- Homepage banners
- Dedicated landing page sections
- Exit-intent or timed pop-ups

3. Direct Email Campaigns

- General database sends
- Segmented campaigns where possible:
  - Engineers with a technical focus
  - Line Managers and HR with a business and ROI focus

4. WhatsApp Enablement

- Provide shareable image assets to sales teams
- Include direct registration links
- Encourage one-to-one sharing with prospects

5. Email Signature Banners

- High-frequency visibility across all customer communication
- Ensure all customer-facing teams include banners

6. Project 525 Website Listing

Add your event to: project525.com (Upcoming Events section) - **VIEW PAGE**

Process:

- Submit event details via: [INSERT LINK OR FORM]
- The NIL Africa Project 525 marketing team will review and publish

Campaign Timeline

Promotion should begin: Minimum: 4 weeks before the webinar

Recommended timeline:
Week 4: Launch and announcement
Week 3: Awareness and value messaging
Week 2: Reminder and audience targeting
Week 1: Final push with urgency-driven messaging

Brand, Creative Guidelines and Asset Usage

Project 525 is a global brand, and consistency across all partner marketing activities is essential.

To maintain this, partners are required to select assets from this catalog and submit any required updates via the official briefing form.

👉 Select your asset and submit your changes here: **CLICK HERE**

Available Assets

The catalog provides a range of ready-to-use assets, including:

- Social media posts
- Email banners
- WhatsApp creatives
- Website visuals
- Event promotion graphics

How to Customize Assets

Partners should not edit templates directly.

Instead:

1. Select the required asset from this catalog
2. Submit your updates via this briefing form - **CLICK HERE**

You may request updates such as:

- Event details (date, time, speakers, registration links)
- Regional messaging or local context
- Contact information

Brand Compliance (Mandatory)

To protect the integrity of the Project 525 brand, the following elements must not be changed:

- Layouts and structure
- Color schemes
- Logo placement and sizing

Requesting Additional Changes - please allow up to 5 working days for turnaround & feedback.

For significant updates, new assets, or custom requirements:

- Submit your request via the briefing form
- The NIL Africa Marketing Team will review and approve all changes

CCNP INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES



1000	1200 x 629 px	
1001	1200 x 629 px	

1002

1200 x 629 px



1003

1200 x 629 px



1004

1200 x 629 px



1005

1200 x 629 px



1006

1200 x 629 px



1007

1200 x 629 px



1008

1200 x 629 px



1009

1200 x 629 px



1010

1200 x 629 px



1011

1200 x 629 px

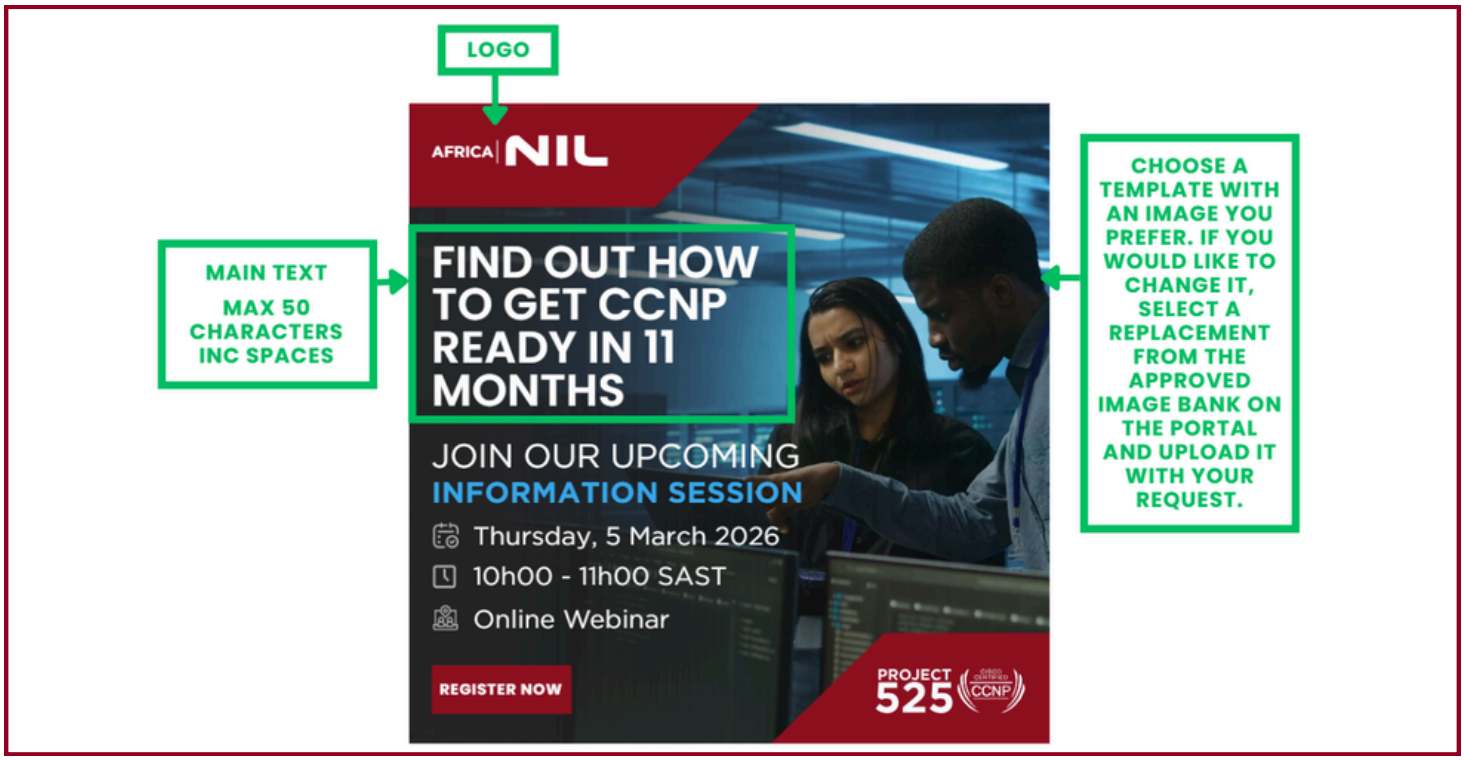




CCNP INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS



1012	1080 x 1080 px
1013	1080 x 1080 px





1014

1080 x 1080 px



1015

1080 x 1080 px



1016

1080 x 1080 px



1017

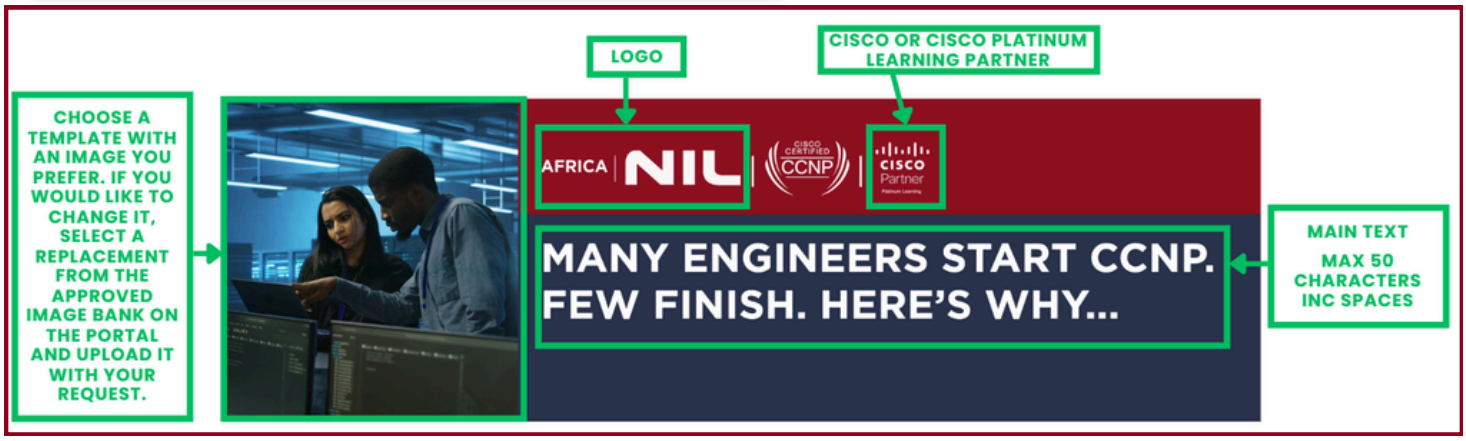
1080 x 1080 px



CCNP INFO SESSION TEMPLATES

TEAMS WEBINAR HEADER





1018 1920 x 600 px



1019 1920 x 600 px



1020 1920 x 600 px



1021

1920 x 600 px



1022

1920 x 600 px



1023

1920 x 600 px



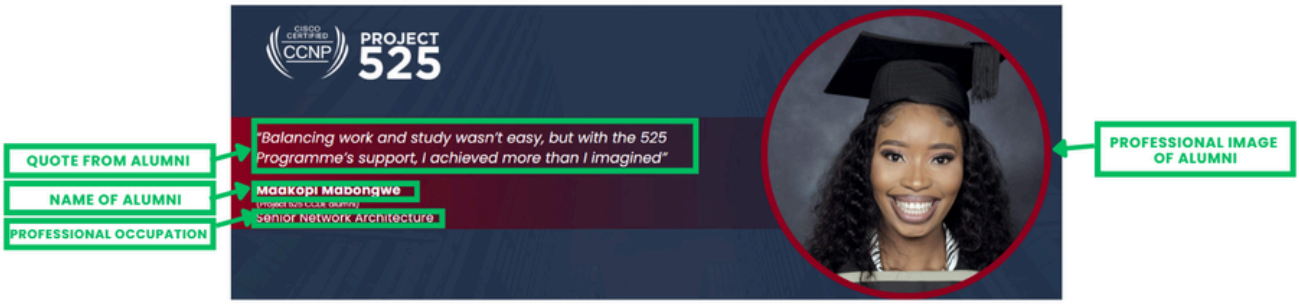


CCNP INFO SESSION TEMPLATES

EMAILER ASSETS



Testimonials for mailers





CCNP INFO SESSION TEMPLATES

Header Banners

1024 1200 x 400 px



1025 1200 x 400 px



1026 1200 x 400 px



1027 1200 x 400 px



1028 1200 x 400 px



CCNP INFO SESSION TEMPLATES

HEADER BANNERS

1029

1200 x 400 px



1030

1200 x 400 px



1031

1200 x 400 px



1032

1200 x 400 px



CCNP INFO SESSION TEMPLATES

Header banners

1033 1200 x 400 px



1034 1200 x 400 px



1035 1200 x 400 px

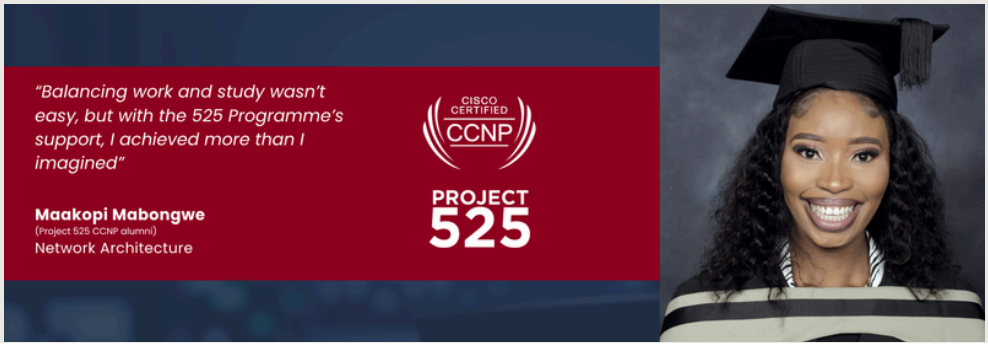




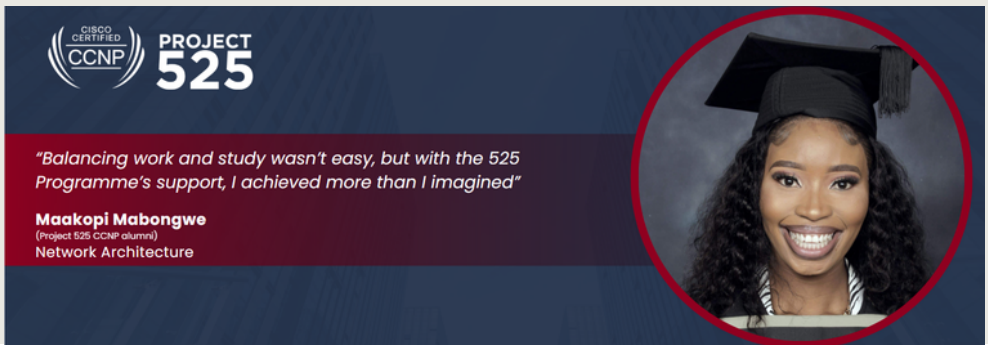
CCNP INFO SESSION TEMPLATES

TESTIMONIAL BANNERS

1036 1200 x 400 px



1037 1200 x 400 px



1038 1200 x 400 px

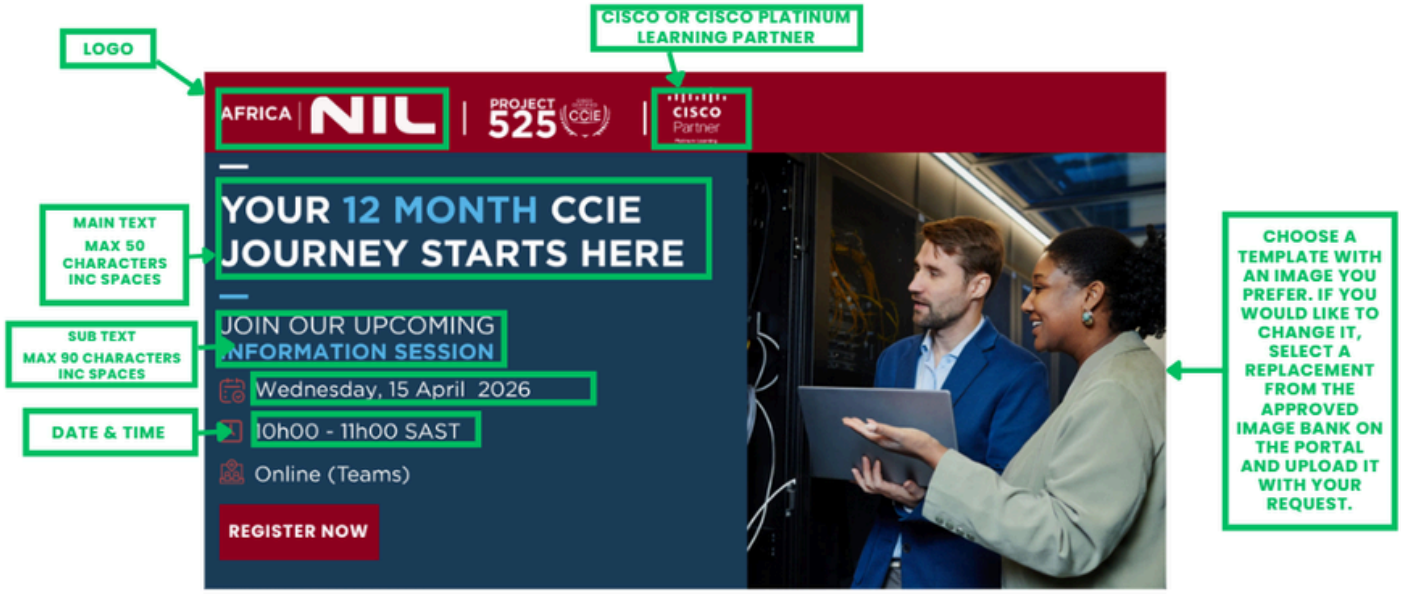




CCIE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES



2000	1200 x 629 px



2001	1200 x 629 px



CCIE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES

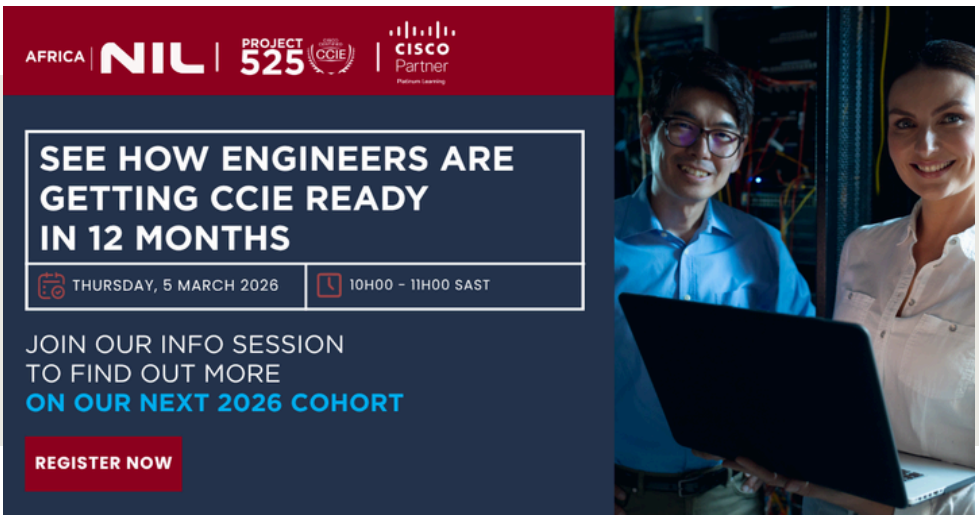
2002 1200 x 629 px



2003 1200 x 629 px



2004 1200 x 629 px



CCIE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES

2005

1200 x 629 px



2006

1200 x 629 px



2007

1200 x 629 px



CCIE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES

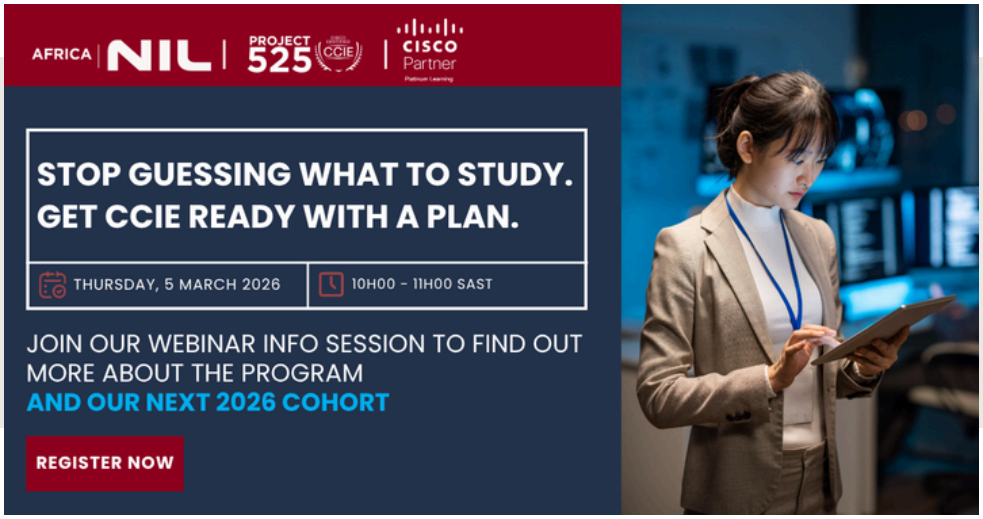
2008

1200 x 629 px



2009

1200 x 629 px



2010

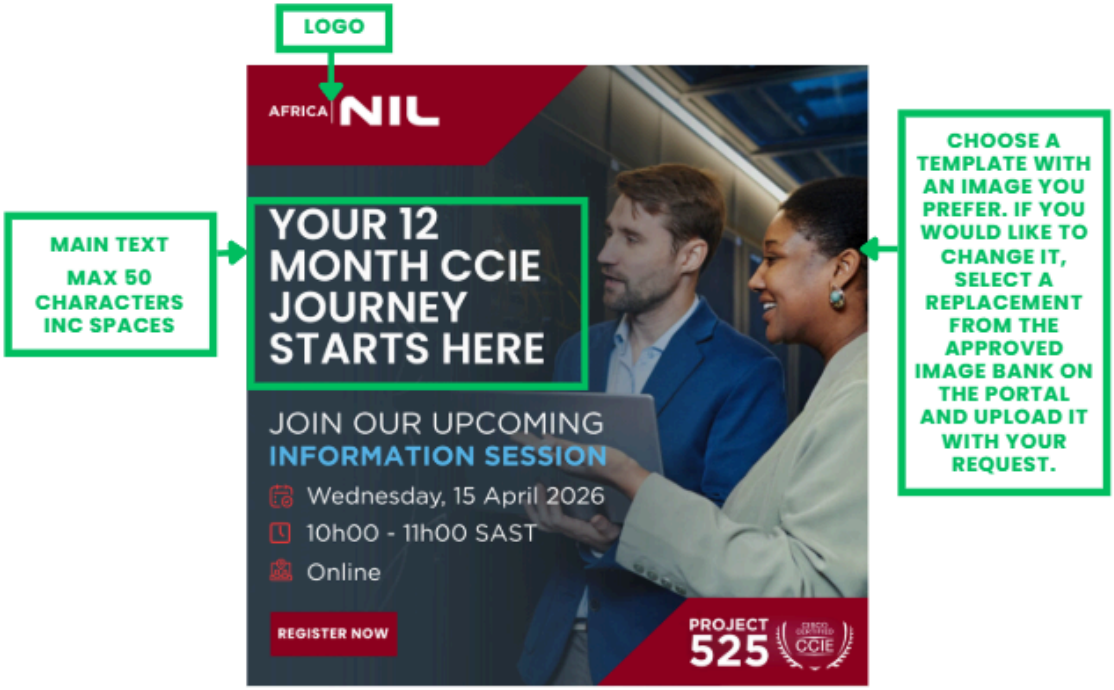
1200 x 629 px



CCIE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS



2011	1080 x 1080 px
2012	1080 x 1080 px





CCIE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS

2013

1080 x 1080 px



2014

1080 x 1080 px



2015

1080 x 1080 px



CCIE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS

2016

1080 x 1080 px



2017

1080 x 1080 px



2018

1080 x 1080 px



CCIE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS

2019

1080 x 1080 px





CCIE INFO SESSION TEMPLATES

TEAMS WEBINAR HEADER





2020

1920 x 600 px



2021

1920 x 600 px



2022

1920 x 600 px



2023

1920 x 600 px



2024

1920 x 600 px





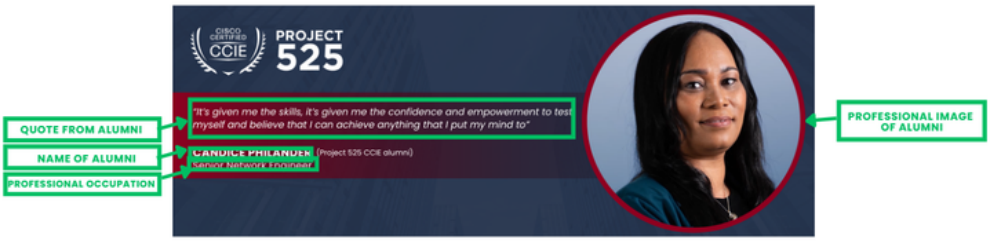
CCIE INFO SESSION TEMPLATES

MAILER EXAMPLES

1200 x 400 px



Testimonials for mailers





CCIE INFO SESSION TEMPLATES

Mailer Header Banners

2025 1200 x 400 px



2026 1200 x 400 px



2027 1200 x 400 px



2028 1200 x 400 px



2029 1200 x 400 px



CCIE INFO SESSION TEMPLATES

Mailer Header Banners

2030

1200 x 400 px



2031

1200 x 400 px



2032

1200 x 400 px



2033

1200 x 400 px





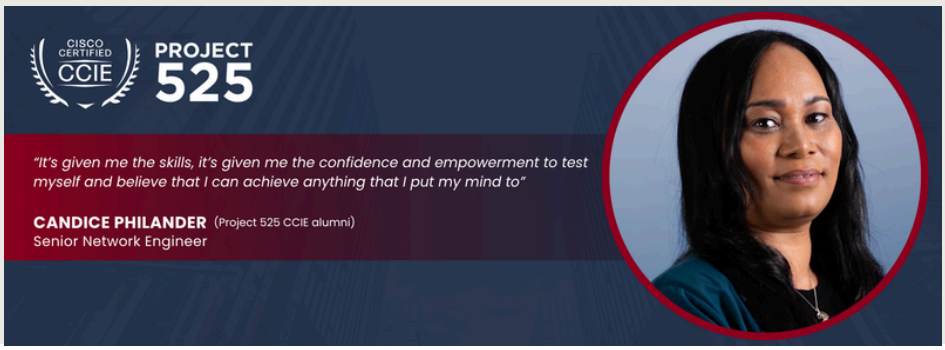
CCIE INFO SESSION TEMPLATES

TESTIMONIAL BANNERS

2034 1200 x 400 px



2035 1200 x 400 px



2036 1200 x 400 px





CCDE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES



3000	1200 x 629 px	
3001	1200 x 629 px	

CCDE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES

3002 1200 x 629 px



3003 1200 x 629 px



3004 1200 x 629 px



CCDE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES

3005 1200 x 629 px



3006 1200 x 629 px



3007 1200 x 629 px



CCDE INFO SESSION TEMPLATES

LINKEDIN ASSETS

LINKEDIN EVENT IMAGES

3008

1200 x 629 px





CCDE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS



3009	1080 x 1080 px	
3010	1080 x 1080 px	

CCDE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS

3011

1080 x 1080 px



3012

1080 x 1080 px



3013

1080 x 1080 px



CCDE INFO SESSION TEMPLATES

LINKEDIN, FACEBOOK & WHATSAPP ASSETS

LINKEDIN POSTS & WHATSAPP FEED POSTS

3014 1080 x 1080 px



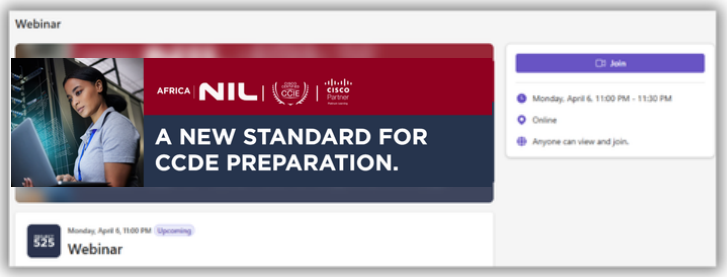
3015 1080 x 1080 px





CCDE INFO SESSION TEMPLATES

TEAMS WEBINAR HEADER





3016	1920 x 600 px	
3017	1920 x 600 px	
3018	1920 x 600 px	

3019

1920 x 600 px



3020

1920 x 600 px



3021

1920 x 600 px



3022

1920 x 600 px





CCDE INFO SESSION TEMPLATES

EMAILER ASSETS



Testimonials for mailers





CCDE INFO SESSION TEMPLATES

MAILER HEADER BANNERS

3023 1200 x 400 px



3024 1200 x 400 px



3025 1200 x 400 px



3026 1200 x 400 px



3027 1200 x 400 px



CCDE INFO SESSION TEMPLATES

Mailer Header Banners

3028 1200 x 400 px



3029 1200 x 400 px



3030 1200 x 400 px



3031 1200 x 400 px





CCDE INFO SESSION TEMPLATES

TESTIMONIAL BANNERS

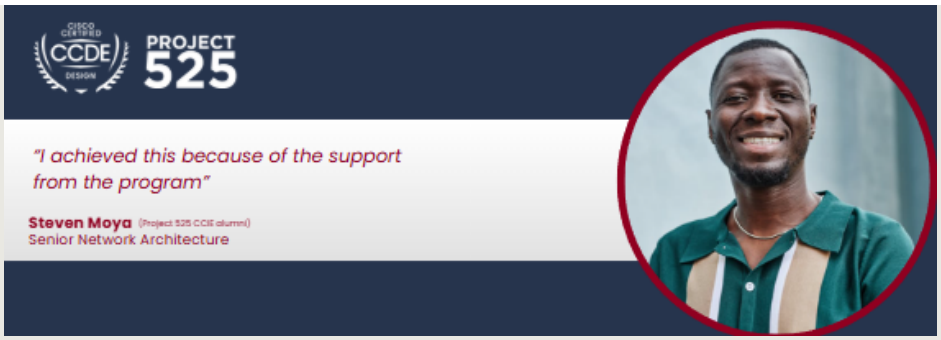
3032 1200 x 400 px



3033 1200 x 400 px



3034 1200 x 400 px





FEEL FREE TO REACH OUT TO US

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