



ACVIM FORUM 2024

In Person & Virtual | CELEBRATING Excellence in Education

SPEAKER MARKETING TOOLKIT

LET EVERYONE KNOW YOU WILL BE SPEAKING AT THE 2024 ACVIM FORUM!

We look forward to your participation at the 2024 ACVIM Forum! We know your topic is valuable and interesting and we want to help you share it with others. We encourage you to invite colleagues, friends and other veterinary professionals to attend your session. Together our marketing efforts can help fill your sessions seats. Use this kit to guide you!

IN THIS TOOLKIT:

VOICE & BRANDING

How to talk about the 2024 ACVIM Forum
Sample Event Descriptions
Sample Email Signature Texts
Logos
Restrictions

SOCIAL MEDIA

ACVIM Social Networks
Speaker Tips
Graphics
Sample Messages
Share Your Session

Voice & Branding

HOW TO TALK ABOUT THE 2024 ACVIM FORUM

- When the year is used to refer to the ACVIM Forum, it should be placed before the full name of the conference or after: 2024 ACVIM Forum or ACVIM Forum 2024
- Always include “the” before the event: The ACVIM Forum, The 2024 ACVIM Forum, The ACVIM Forum 2024
- Please refer to the [2024 ACVIM Forum Style Guide](#) for specific details regarding editorial guidelines

SAMPLE EVENT DESCRIPTIONS

Short description:

Join us in Minneapolis, Minnesota, June 6-8 with Specialty Symposium Day on June 5th as we Celebrate Excellence in Education. Collaborate with leading experts and explore the latest research in veterinary specialty medicine at the 2024 ACVIM Forum. Register at [ACVIMForum.org](#).

Long description:

Don't miss the opportunity to network and collaborate with the leading minds in veterinary medicine at the 2024 ACVIM Forum held in Minneapolis, Minnesota from June 6-8 with Specialty Symposium Day on June 5th. Connect with influencers in the profession and explore the latest research in veterinary specialty medicine with live sessions accompanied by expert speakers and the opportunity for audience engagement. Register now at [ACVIMForum.org](#).

Virtual:

Attend the 2024 ACVIM Forum virtually and discover the latest advancements in veterinary specialty medicine from wherever you are in the world! Join us online for the Live Virtual Day on June 18 to experience various specialty and multispecialty topics over 10 tracks and a live Q&A with expert speakers. Register today at [ACVIMForum.org](#).

SAMPLE EMAIL SIGNATURE TEXTS

I'm a speaker at the 2024 ACVIM Forum! Join me in Minneapolis, Minnesota on June 6-8. [ACVIMForum.org](#) #ACVIMForum
I'm a speaker at the 2024 ACVIM Forum! Join me virtually on June 18 for Live Virtual Day. [ACVIMForum.org](#) #ACVIMForum

QUESTIONS? If additional collateral/artwork is needed, please reach out to Amanda Kludasch.

E: Amanda@ACVIM.org | C: 702.301.7257 | W: [ACVIMForum.org](#)



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Voice & Branding

Use the 2024 ACVIM Forum logos on your website, in email communications, on your social media channels or in printed materials to promote your presence at the conference.

LOGOS



Primary Vertical Logo

[Download PNG](#)

[Download Art File \(eps\)](#)



Primary Horizontal Logo

[Download PNG](#)

[Download Art File \(eps\)](#)

Please link all logos to ACVIMForum.org and be sure to use Alt tag: 2024 ACVIM Forum.

Please refer to the [2024 ACVIM Forum Style Guide](#) for specific details regarding use of the 2024 ACVIM Forum logos.

RESTRICTIONS FOR USE OF THE 2024 ACVIM FORUM LOGOS AND GRAPHICS

By requesting a digital file of the names, Marks, and logos of the American College of Veterinary Internal Medicine (collectively, the "Marks"), you are agreeing to be bound by the following restrictions: You may only depict the Marks in original, unmodified, unedited form, solely for purposes of announcing and publicizing your attendance, exhibition, and/or sponsorship at the 2024 ACVIM Forum, and solely for a pre- and post-promotion not to exceed 10 consecutive months. All other uses of the Marks are strictly prohibited.

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Social Media

JOIN THE ACVIM SOCIAL NETWORKS

Be sure to follow the ACVIM on our social media platforms for regular updates about the 2024 ACVIM Forum and other upcoming opportunities. Incorporate social media into your strategy to foster interest in your session and market your presence at the 2024 ACVIM Forum.



TheACVIM @The_ACVIM @ACVIM /TheACVIM /company/ACVIM

Use the official event hashtag #ACVIMForum and tag ACVIM in your posts!

SOCIAL MEDIA SPEAKER TIPS

- Start promoting once your speaking session is confirmed! This will help build excitement about your presence at the 2024 ACVIM Forum.
- Plan your presence at the event. Who will be attending the event with you? Do you have support staff back at the office? How can they be involved in social media engagement? Involve the whole team if possible!
- Begin to promote heavily one month out from the event. Start telling your audience that you are hoping to see them at the 2024 ACVIM Forum and are looking forward to sharing insights with your peers.
- Cross-promote with other speakers. Someone else speaking with you? Part of a panel? Any colleagues speaking in other sessions? Connect with them and help promote each other.
- Mix scheduled posts with live content during the event to keep attendees engaged. Sharing thoughts, impressions and insights from other sessions you attend is a great way to drive engagement.
- Be human and have a conversation. Use a natural voice in your posts – it should feel like the ‘people on the ground’ are speaking to the audience. And make sure you reply to others posts when you can – remember, it is ‘Social’ media. Answer attendees’ questions about your session, and thank them for participating in it.
- Photos and videos are key! While on site show people what they are missing instead of simply telling them.

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Social Media

GRAPHICS



Horizontal Graphic

1200 x 630 px

[Download JPEG](#)



Square Graphic

1080 x 1080 px

[Download JPEG](#)

SAMPLE SOCIAL MEDIA MESSAGES

Before the in-person event

Mark your calendar! I will be speaking at the 2024 #ACVIMForum taking place June 6-8, 2024 with Specialty Symposium Day on June 5th. Make plans to attend my session, [<insert session title>](#) to hear me speak about [<insert session title/description>](#).

Save the Date: The 2024 #ACVIMForum is happening June 6-8, 2024 with Specialty Symposium Day on June 5th! Register today at [ACVIMForum.org](#) to join me in Minneapolis, Minnesota where I'll be speaking about [<insert session information>](#).

During the in-person event

Attending the #ACVIMForum? Don't miss my session today [<date, time, location>](#) about [<insert session title/description>](#).

I'm speaking at the 2024 #ACVIMForum in Minneapolis, Minnesota today. Hope to see you there! [<date, time, location>](#).

Before the virtual event

Save the date for Live Virtual Day on June 18, 2024! Make plans to attend my session [<insert session title, description or details>](#) and participate in the live Q&A. On-demand access to sessions lasts until October 31, 2024. [<insert session link>](#)

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Social Media

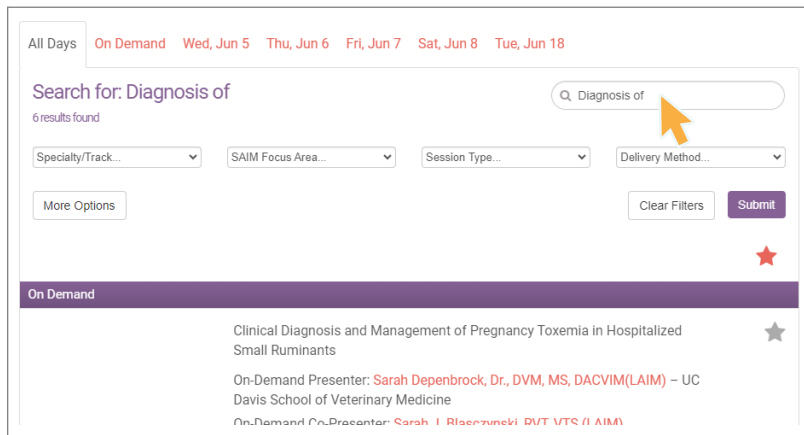
SHARING YOUR SESSION

Share your session directly from the ACVIM Forum online interactive schedule.

1. Visit 2024ACVIMForum.eventscribe.net
2. Navigate to a schedule page from the home page or by using the left side menu.



3. Search for your session(s) using the filter search on the right hand side. Click on your chosen session.



4. A pop up window will appear. The top coral bar has options for sharing your session to Facebook or Twitter. Use our suggested copy or write your own and share!



Have suggestions for how we can help you market your sessions? Tell us about it!

Contact Amanda Kludasch at Amanda@ACVIM.org

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