

SPEAKER MARKETING TOOLKIT

LET EVERYONE KNOW YOU WILL BE SPEAKING AT THE 2022 ACVIM FORUM!

We look forward to your participation at the 2022 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!

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Voice & Branding

HOW TO TALK ABOUT THE 2022 ACVIM FORUM

- Always include “the” and the year before the event name: The 2022 ACVIM Forum
- If discussing the hybrid aspect of the event, include that there are two ways to attend: In person or virtually
In person: Join us in Austin, Texas June 22-25 for four days of live sessions and networking.
Virtually: Register to attend virtually and get access to on-demand sessions following the live event and an interactive event in September.
- Please refer to the [2022 ACVIM Forum Style Guide](#) for specific details regarding editorial guidelines

SAMPLE EVENT DESCRIPTIONS

Short description:

Join us live June 22-25 and on demand through October at the 2022 ACVIM Forum. Learn, network and collaborate with thought leaders in veterinary medicine. Register today at [ACVIMForum.org](#).

Long description:

Join your colleagues in Austin, Texas on June 22-25 at the 2022 ACVIM Forum! Explore the latest research, best practices and strategies in veterinary specialty medicine with on-demand access to sessions through October. Save the date for September 21-22 for the virtual, Interactive Event featuring select sessions with a live speaker Q&A. Don't miss this opportunity to learn from experts, network with influencers and collaborate with solution providers! Register today at [ACVIMForum.org](#).

SAMPLE EMAIL SIGNATURE TEXT

I'm a speaker at the 2022 ACVIM Forum! Join me in Austin, Texas on June 22-25. [ACVIMForum.org](#) #ACVIMForum

QUESTIONS? If additional collateral/artwork is needed, please reach out to Hannah Stuhr.

E: Hannah@ACVIM.org | O: 303.231.9933 x 102 | W: [ACVIMForum.org](#)

SPEAKER MARKETING TOOLKIT

Voice & Branding

LOGOS

Use the 2022 ACVIM Forum logos on your website, in email communications, on your social media channels or in printed materials to promote your presence at the 2022 ACVIM Forum.



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: 2022 ACVIM Forum.

Please refer to the [2022 ACVIM Forum Style Guide](#) for specific details regarding use of the 2022 ACVIM Forum logos.

RESTRICTIONS FOR USE OF THE 2022 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 2022 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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SPEAKER MARKETING TOOLKIT

Social Media

JOIN THE ACVIM SOCIAL NETWORKS

Be sure to follow the ACVIM on our social media platforms for regular updates about the 2022 ACVIM Forum and other upcoming opportunities. Incorporate social media into your strategy to foster interest in your session and market your presence at the 2022 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 2022 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 2022 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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SPEAKER MARKETING TOOLKIT

Social Media

GRAPHICS



In-person Horizontal Graphic
1200 x 630 px
[Download JPEG](#)



In-Person Square Graphic
1080 x 1080 px
[Download JPEG](#)



Virtual Square Graphic
1080 x 1080 px
[Download JPEG](#)



Virtual Horizontal Graphic
1200 x 630 px
[Download JPEG](#)

SAMPLE SOCIAL MEDIA MESSAGES

Before the in-person event

Mark your calendar! I will be speaking at the 2022 #ACVIMForum on June 22-24, 2022. Make plans to attend my session, <insert session title> to hear me speak about <insert brief topic description>.

Save the Date: The 2022 #ACVIMForum is happening June 22-25, 2022! Register today at ACVIMForum.org and join me in Austin, Texas where I'll be speaking about <insert session title or description>.

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 2022 #ACVIMForum in Austin, Texas today. Hope to see you there! <date, time, location>.

Before the September virtual event

Save the date for September 21-22 for the 2022 #ACVIMForum virtual, Interactive Event. Make plans to attend my session <insert session title/description/details> and participate in the live Q&A. Enjoy on-demand access to sessions through October 2022. <insert session link>

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Social Media

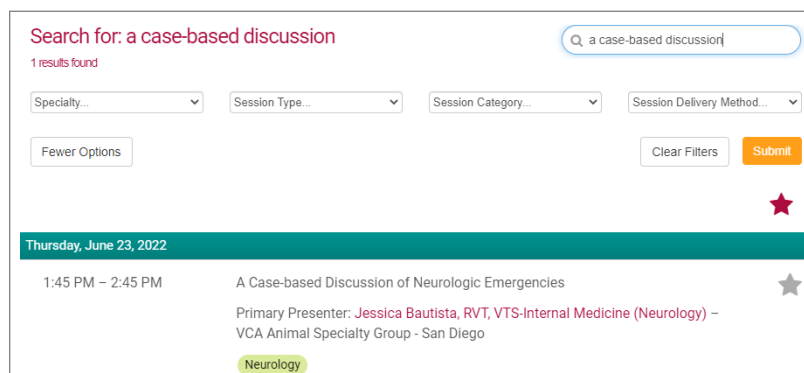
SHARING YOUR SESSION

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

1. Visit eventscribe.net/2022/ACVIM/
2. Hover over "Sessions"
3. Click "All Sessions"



4. Search for your session(s) on the right hand side. Click on your chosen session.



5. A pop up window will appear. The top orange 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 Hannah Stuhr at Hannah@ACVIM.org

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