



# 24<sup>th</sup> Annual Scientific Assembly

April 7-11, 2018

Marriott Marquis San Diego Marina – San Diego, CA



## Ultrasound – Advanced Promotional Toolkit

Thank you for downloading the Promotional Toolkit for the “Ultrasound – Advanced” AAEM18 Pre-Conference Course! This toolkit will provide you with ways to promote this pre-conference course through multiple channels. We hope that you will use these tools to promote the pre-conference course in your workplace, on social media, or anywhere else you see fit.

### Toolkit Contents

1. Printable Flyer
2. PowerPoint Slide
3. Social Media Images
4. Sample Email and Signature

### Important Dates:

#### January 2018

Pre-conference highlight insert included in dues renewals mailing from AAEM

#### March 6

Early-Bird Registration Deadline

#### April 7-8, 2018

AAEM18 Pre-Conference Courses

#### April 8-11, 2018

AAEM18 Scientific Assembly

### How to Use the Toolkit

#### 1. Printable Flyer

Print and distribute the included course flyer to colleagues or post on bulletin boards.

#### 2. PowerPoint Slide

Share the PPT slide highlighting the pre-conference course to advertise at speaking engagements, conferences, or other group setting opportunities.

#### 3. Social Media Images

Whether you are on Facebook or Twitter or both, we have you covered! Social media images are included in this kit and you can share them using your own caption or one of the prewritten posts we have provided. See next page for more further instruction.

#### 4. Sample Email and Signature

Email [info@aaem.org](mailto:info@aaem.org) and we will send you a pre-scripted email that you can forward to your colleagues. You can also include an image advertising your course in your email signature (included).

**Questions? Email [info@aaem.org](mailto:info@aaem.org)  
or call (800) 884-2236.**



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### Guidelines for Social Media Images

#### Facebook

You will find three images in this toolkit titled 3a, 3b, and 3c. These are designed to be used for Facebook posts and feature different highlights of your course.

Feel free to share these on your personal account or in applicable Facebook groups that you are in.

Below is sample verbiage that we have provided for your posts, but we encourage you to create your own with important talking points for the course. Remember to incorporate the AAEM18 webpage for your course, already provided in the samples blow.

#### *Sample Facebook Posts:*

- This year watch the #AAEM18 Ultrasound — Advanced Pre-Con didactic lectures before you attend the course! Course time will be allocated to hands-on modules and time with the Ultrasound equipment! <http://ow.ly/eRyd30gpKDI>
- Register for the #AAEM18 Ultrasound — Advanced Pre-Conference Course and add Ultrasound — Beginner for a special discount! Learn more and register: <http://ow.ly/g4Zx30goh1>

#### Twitter

You will find four images in this toolkit titled 3d, 3e, 3f, and 3g. These are designed to be used for Facebook posts and feature different highlights of your course.

Please share these from your personal account.

Below is sample verbiage that we have provided for your tweets, but we encourage you to create your own with important talking points for the course. Remember to try to incorporate #AAEM18 in your tweets and link to the AAEM18 webpage for your course. If you tag @aaeminfo we will be happy to retweet you!

#### *Sample Twitter Posts:*

- Join us at #AAEM18 for hands-on Ultrasound education in small groups - no more than 4 participants per instructor: <http://ow.ly/eRyd30gpKDI>
- At the #AAEM18 Ultrasound — Advanced Pre-Con you can choose the five modules you most want hands-on experience with! <http://ow.ly/eRyd30gpKDI>

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