



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

April 7-11, 2018

Marriott Marquis San Diego Marina – San Diego, CA



## 2017 LLSA Review Course Promotional Toolkit

Thank you for downloading the Promotional Toolkit for the “2017 LLSA Review” 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:*

- Need to prepare for your ABEM 2017 LLSA exam? Let us help you! Register for the #AAEM18 2017 LLSA Review Pre-Con Course - FREE for AAEM members! <http://ow.ly/xl3c30gtu5v>
- Once again, #AAEM18 we will be featuring a 2017 LLSA Review Pre-Con Course! Earn CME and prepare for your ABEM 2017 LLSA Exam! FREE for AAEM members - Register today: <http://ow.ly/xl3c30gtu5v>

#### Twitter

You will find three images in this toolkit titled 3d, 3e, and 3f. 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:*

- Prepare for your ABEM 2017 LLSA exam with the #AAEM18 2017 LLSA Review Pre-Con Course - FREE for AAEM members! <http://ow.ly/xl3c30gtu5v>
- Once again, #AAEM18 we will be featuring a 2017 LLSA Review Pre-Con Course! FREE for AAEM members - Register today! <http://ow.ly/xl3c30gtu5v>

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