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**Speaker Marketing Toolkit | Spread the Word!**

**This Speaker Marketing Toolkit is intended to help you promote your participation in ASHHRA23: Connect, Innovate, Transform**

By using one or more of the elements of this toolkit, you will be helping ASHHRA promote registration for the annual conference and exposition while highlighting your session specifically. While ASHHRA continues its traditional outreach, marketing is about reaching the right audiences with the right messages in the right format. That’s why we are asking for your help: a speaker’s circle of contacts can prove to be indispensable.

This toolkit allows you to announce your upcoming presentation(s) to your professional network in a simple and “branded” way—all speakers are being offered the same materials.

* Use downloadable graphics.
* Share on social media platforms.
* Invite colleagues via a personalized email.
* Use a temporary email signature graphic

Questions? Email: [ASHHRA@ashhra.org](mailto:ASHHRA@ashhra.org)

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**Social Media and Discount Code**

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Description automatically generatedSocial media is an easy and effective way to let your professional connections know you will be a speaker at ASHHRA23. ASHHRA is promoting your sessions on Facebook, LinkedIn and Twitter. We will make every effort to tag you in the posts when possible. We encourage you to: share the post with your personalized comment; tag your peers on the post; or comment on the post. Below are sample messages you can personalize and share. Follow ASHHRA on social media so you don’t miss our post about you:

[LinkedIn](https://www.linkedin.com/company/ashhra/) | [Facebook](https://www.facebook.com/ashhra/) | [Twitter](https://twitter.com/ashhra)

**Download your speaker social card**

ASHHRA created personalized “social cards” for each speaker. Use these to promote your session on social media. Be sure to tag ASHHRA and use the link and suggested hashtags below.

* **Download your social card from Dropbox** *(The file name contains the first and last name of the speaker):* <https://www.dropbox.com/scl/fo/4ix3i1qtrq8elxx3pyxi8/h?dl=0&rlkey=vtl2auhb2lepccbtm0i5okpi1>
* **Event link to Learning Sessions:** <https://bit.ly/3Jht9Dz>
* **Suggested Hashtags:** #ASHHRA23 #healthcare #healthcareHR #humanresources #CharlottesGotaLot

**23% OFF discount code**

Make it easier for your colleague or friend to attend by providing the following special discount code for **23% OFF**\* Full Conference registration: **ASHHRA23OFF**

# \*Offer is not eligible for existing registrations and cannot be combined with any other offer.

**Sample posts**

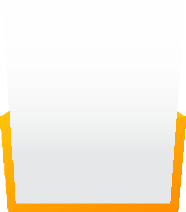
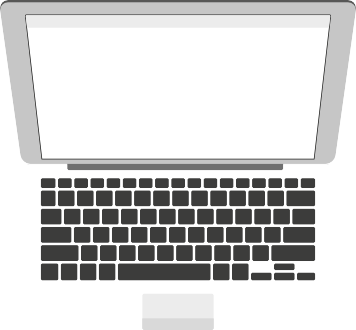
I am presenting at ASHHRA23! Join my session on (insert title/topic) being held (insert date and time). <https://bit.ly/3Jht9Dz> #ASHHRA23

Want to learn more about (insert topic)? I will be speaking on this topic at #ASHHRA22. Join my session (insert date and time). Learn more at <https://bit.ly/3Jht9Dz>

Stay up to date on (insert topic). Don’t miss my session, (session title), being held (date and time) at #ASHHRA23 in Charlotte! <https://bit.ly/3Jht9Dz>

I am speaking during #ASHHRA23: Connect, Innovate, Transform! Add my session, (insert title/topic) being held (insert date and time) to your schedule. Send me questions or comments about your biggest challenges, and I may include them in the presentation! #healthcare #humanresources <https://bit.ly/3Jht9Dz>

Don’t miss my session at #ASHHRA23! I will be speaking on (insert topic) (insert date and time). Register today at <https://bit.ly/3Jht9Dz>



# **Send a Personalized Email**

## Spread the word about ASHHRA23 by sending an email invitation to your colleagues. This template can be personalized and shared:

Subject: Can you join me at ASHHRA23?

Dear (INSERT FIRST NAME),

As a fellow healthcare HR professional, I want to personally invite you to attend ASHHRA23 in Charlotte, N.C., April 23 – 25. ASHHRA22 is the premier event for us as HR professionals in healthcare. Three days full of healthcare-focused HR education, fun connection events, and top-notch solutions in the exhibit hall. More importantly, I will be presenting a session, (insert session title), on (insert date and time).

During my presentation, I will (insert main session objectives, highlight why a colleague should participate, etc.). There are also many other sessions that I think will be of interest to you too. You can check them out here <https://bit.ly/3Jht9Dz>.

As an added incentive, I have the privilege of offering this promo code for **23% OFF Full Conference registration**. That’s right – save 23% on a FREE Full Conference registration that gives you access to everything at the conference! Click on the following link to register and use the code **ASHHRA23OFF** at checkout: <https://bit.ly/3Jht9Dz>

I hope you will consider joining me in Charlotte – there’s no better way to get the inside scoop on what’s most important in the healthcare field.

# **Use a Temporary Email Signature**

Help spread the word about *ASHHRA23: Connect, Innovate, Transform* by including this message beneath your standard email signature. Be sure to include the link: <https://bit.ly/3Jht9Dz>

**I’m speaking at** [***ASHHRA23: Connect, Innovate, Transform!***](https://events.actforchildren.org/Equity-Start)**Explore my session today!**

**Text

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Email signature instructions for Outlook

1. Open a new email.
2. Click the “Signature” icon in the header.
3. Click “Signatures…”
4. Choose your main external signature and paste it in the selected message. You can format your message font and style. Additionally, you can set this signature to appear on new messages, replies/forwards, or both.
5. Click “OK.”

Email signature instructions for Gmail

1. Open Gmail.
2. In the top right, click “Settings” and then “See all settings.”
3. In the "Signature" section, paste in the selected message in the box. You can format your message by adding an image or changing the text style.
4. At the bottom of the page, click “Save Changes”

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