



Speaker Marketing Toolkit | Spread the Word!

This Speaker Marketing Toolkit is intended to help you promote your contribution to EDPMA's Solutions Summit 2024: Strengthening the Safety Net.

By using one or more of the elements of this toolkit, you will be helping EDPMA promote registration for the Solutions Summit while highlighting your session specifically. While EDPMA 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.
- ♦ Invite colleagues via a personalized email.
- ♦ Share on social media platforms.
- ♦ Create and share a short promotional video.
- ♦ Questions? Email: info@edpma.org and a member of the marketing team will get connected to assist you.

I'M SPEAKING!
APRIL 26-30, 2024

Check out the details on my session and the entire must-attend agenda, then register today!

[EDPMA.ORG/SUMMIT24](https://edpma.org/summit24)



Share On Social Media

Social media is a great way to let your professional connections know you will be a presenter at Solutions Summit 2024: Strengthening the Safety Net Here are sample messages you can personalize and share. Be sure to include one of the graphics (links to download below) with the post, event URL, and use the hashtag #SolutionsSummit24.



I am speaking during Solutions Summit 2024! Join my session on **(insert title/topic)** being held **(insert date and time)**. <https://bit.ly/SolutionsSummit2024> #SolutionsSummit24

Want to learn more about **(insert topic)**? I will be speaking on this topic during Solutions Summit 2024. Join my session **(insert date and time)**. Learn more at <https://bit.ly/SolutionsSummit2024>. #SolutionsSummit24

Stay up to date on **(insert topic)**. Don't miss my session, **(session title)**, being held **(date and time)** during Solutions Summit 2024! <https://bit.ly/SolutionsSummit2024> #SolutionsSummit24

I am speaking during Solutions Summit 2024! 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! #SolutionsSummit24 <https://bit.ly/SolutionsSummit2024>

Don't miss my session during Solutions Summit 2024! I will be speaking on **(insert topic) (insert date and time)**. Register today at <https://bit.ly/SolutionsSummit2024>. #SolutionsSummit24

I am excited to share the latest information on **(insert topic)** during Solutions Summit 2024! Learn more about my session and register at <https://bit.ly/SolutionsSummit2024> #SolutionsSummit24

Download Graphics

Click on the links below and then right-click on the image to save it to your computer. These graphics can be used on social media, posted on your website, and added to your email signature.

- [LinkedIn](#)
- [Facebook](#)
- [Twitter/X](#)

Be sure to include the event URL and hashtag in your posts. #SolutionsSummit24 <https://bit.ly/SolutionsSummit2024>.





Send a Personalized Email

Spread the word about Solutions Summit 2024: Strengthening the Safety Net by sending an email invitation to your colleagues. This template can be personalized and shared:

Subject: See me speak at EDPMA's 2024 Solutions Summit!

Dear colleagues,

As someone who may be interested in **(insert topic)**, I want to encourage you to participate in EDPMA's Solutions Summit 2024: Strengthening the Safety Net. I will be speaking during this year's event and presenting during the **(insert session title)** session being held **(date)** at **(time)**.

During my presentation, I will **(insert main session objectives, highlight why a colleague should participate, etc.)** and there are several other sessions that I think will be of interest to you too.

I hope you will consider attending the event - there is no better way to get the inside scoop on what's most important in the business surrounding emergency department management. To register, visit <https://bit.ly/SolutionsSummit2024>.

Sincerely,
(Your name)



Use a Temporary Email Signature

Help spread the word about Solutions Summit 2024 by including this message beneath your standard email signature. Be sure to include hyperlinks to <https://bit.ly/SolutionsSummit2024>

I'm speaking at Solutions Summit 2024: Strengthening the Safety Net. Explore my session today!

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

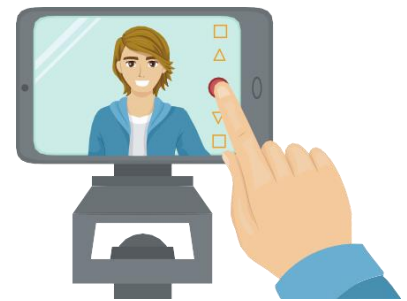
1. Open Gmail.
2. In the top right, click "Settings" and then "See all settings."
3. In the "Signature" section, paste in the selected message in the box. You can format your message by adding an image or changing the text style.
4. At the bottom of the page, click "Save Changes".



Create a Promotional Video

Videos are a great way to increase interest in your session. These tips explain what it should focus on and where to post it:

- Highlight your session topic and key objectives of your presentation.
- Promote the session title, date, time, and any co-presenters.
- Keep it concise—30-60 seconds is ideal.
- Share your video on your social media accounts with professional connections. Don't forget to include the event URL: <https://bit.ly/SolutionsSummit2024> and use the meeting hashtag #SolutionsSummit24
- Send the video to EDPMA, too! Email the video to info@edpma.org for potential placement on EDPMA's social media channels and event website.



Advice for shooting a video from a phone:

- Choose your location based on lighting and background—for indoor videos, position yourself facing a window or ensure a light source is in front of you. Turn on other indoor lights. A simple background is best, make sure it is not cluttered.
- Configure the resolution—a higher resolution will produce smoother, crisper videos. Check your phone manual for assistance on how to adjust the resolution. General instructions for an iPhone are
- Go to Settings > Camera > Record Video > select 4K at 60 fps. For an Android phone, go to your Camera app > Settings > Video Quality > select Full HD.
- Turn the phone so it's positioned horizontally. This will avoid black bars added on the sides during playback.
- Use a tripod—if you don't own a tripod, you can easily create one using a paper cup, flexible cards, or binder clips ([youtube.com/watch?v=TTtJovKtujo](https://www.youtube.com/watch?v=TTtJovKtujo)).
- Move the phone closer and closer until you find the ideal frame for the video—don't use the zoom-in feature as that causes the video to become pixelated.
- Sound enhancements—turn off fans and other white noise. If the phone is close enough and the room is quiet, the audio should be acceptable.
- Preparing to present—it is best to write and rehearse a script but not read from it while recording. Instead, set up a laptop/tablet next to the camera so you can see an outline of the major bullet points to guide you while speaking.

Thank you!