



Presenter Promotional Toolkit

Promote Your Session

Thank you for organizing and/or speaking at a NERCOMP Professional Development session. You are working hard to prepare for your session. We encourage you to spread the word about your session and the great work you are doing. Don't forget to share this information with your networks and invite them to join you at your session. We have developed the below **Presenter Promotional Toolkit** to help you in your efforts!

Share on Social Media

Share the posts below to spread the word that you are participating!

I am excited and honored to participate as a presenter at the **Session Name** Join me on **Date** Learn more at **the link to the session**.

Be sure to check out my presentation, "INSERT TITLE HERE", on the **date/time**. **Link to session**

Be Personal

It's also important to share why your presentation is important to you and/or why your friends and peers would be interested in the presentation.

I'm excited to announce that I'll be presenting a NERCOMP Professional Development Session on **[TOPIC]. [WHY THEY SHOULD CARE ABOUT THIS PRESENTATION]**. To join me, visit <https://nercomp.org/learn-network/events/>

I'm looking forward to sharing my work on **[TOPIC]** with as many attendees as possible from across the field. Learn more and register at <https://nercomp.org/learn-network/events/>

Update Your Email Signature

Use your email signature to share your status as a presenter for NERCOMP:

I'm presenting a NERCOMP Professional Development Session!

*Join me on the **Date/time for the Name of the Session***

Tips on Promoting Your Session on Social Media

- **Start your promotion as soon as possible.** This will help build interest early, leading to greater exposure for you by the time of the event.
- **Include #hashtags** in your social media posts and session slides/materials.
- **Cross-promote with other presenters.** Are you presenting with others? Are you part of a panel?
- **Follow NERCOMP's Social Media Channels**, including LinkedIn, Instagram, and Facebook
- **Go multimedia.** Use slides, pictures, and video, especially during the session. The more interesting you can make your posts—both content-wise and visually—the more effective it will be for you.
- **Have a conversation and make connections.** Use a natural voice in your posts. And make sure you reply to others' posts when you can. You can build rapport and connections with your social media followers before and after your presentation.

NERCOMP Promotion of Your Session

NERCOMP markets your session via:

- Announcement emails to our membership
- Social media, including Facebook, LinkedIn, and Instagram
- Internal committee meetings and emails
- On certain occasions, our Communities of Practice listservs and special segmented communications