AACVPR 34th Annual Meeting Marketing Kit

Thank you for sharing your expertise by presenting at the AACVPR 34th Annual Meeting. We’ve compiled some tools and ready-to-use resources to make it easy for you to promote the event and, specifically, your session to your personal network.

In this kit you’ll find:

- A sample email to personally invite friends and colleagues to join you in Portland
- An email signature to add to all your correspondence
- Easy click-to-post social media and selfie video ideas
- PowerPoint slides to include in external presentations

Record a Short Video

We’d genuinely appreciate the opportunity to introduce you to AACVPR members and promote your session at the Annual Meeting. If you’re amenable to recording a short selfie-style video to be featured on AACVPR social media and in marketing emails, we can help you go viral. Here are some tips for filming.

- If using your phone, film horizontally instead of vertically. Selfie style is fine or enlist a friend to help!
- Film in a quiet place, indoors is best to prevent too much background noise.
- Keep it short! Less than 2 minutes is the sweet spot to capture the attention of social media scrollers.
- Send your video to Erin Espy at eespy@aacvpr.org. Don’t hesitate to reach out if you have any questions or suggestions.

Thank you!
Hi [NAME],

I am proud to be a speaker at the 34th AACVPR Annual Meeting, joining more than 1,000 cardiovascular and pulmonary nurses, exercise physiologists, respiratory therapists, physicians, behavioral scientists, registered dietitians, academic faculty, students and other allied health professionals in Portland, Oregon September 18-21. I invite you to join me as well.

Spearheaded by leading voices in the cardiac and pulmonary rehabilitation specialties, the Annual Meeting provides unparalleled knowledge-sharing and relationship-building that will give you valuable tools, fresh skills and new connections. The power of cardiac and pulmonary rehabilitation is limitless, as are the possibilities of how we can use these services to enrich patient lives.

With hands-on workshops varying across industry hot topics, like atrial fibrillation and medical cannabis, you will leave equipped with industry leading techniques and practices to bring to the workplace. This year, I’m am proud to deliver the presentation, [INSERT SESSION HERE] about [INSERT BRIEF SESSION DESCRIPTION HERE]. This presentation take place on [DAY, DATE, TIMING]

I especially encourage you to arrive in Portland in time to attend pre-meeting workshops on Wednesday, September 18. This day of special insight and knowledge will leave you well-prepared for the following days of education at the Annual Meeting.

Please reach out to AACVPR staff at (312) 321-5146 or aacvpr@avpr.org if you would like to learn more about the 34th AACVPR Annual Meeting and register today.

I look forward to seeing you in Portland from September 18-21.

Sincerely,

[NAME]
AACVPR 34th Annual Meeting – Email Signature

Proudly share your role at the Annual Meeting with everyone you correspond with by using the AACVPR email signature below your standard email signature. To add the AACVPR email signature, follow these steps:

1. Copy the text and image below and paste it into your email signature, following the instructions from your email provider. Here are instructions for Outlook, Gmail and Yahoo Mail.

2. To make the Annual Meeting logo a clickable link to the website, right click on the image, click hyperlink and paste http://www.aacvpr.org/Events-Education/2019-Annual-Meeting into the URL box.

[Your Standard Signature]

The power of cardiac and pulmonary rehabilitation is limitless.

Join me September 18-21 in Portland for the 34th AACVPR Annual Meeting
AACVPR 34th Annual Meeting – Social Media Sharing Guide

The best way to promote 34th Annual Meeting is through the social network of our members. Please consider posting about the meeting on your media platforms to share the excitement with your peers.

Let’s get #AACVPR19 trending! The larger presence we have on social media sites like Twitter, Facebook and LinkedIn, the more users we can reach to spread the word.

This guide will provide you with easy ways to post about the event on social media. Below are sample tweets you can simply click to post from your own Twitter, or copy/paste to modify your own message across any social platform. First, follow these helpful tips:

- Use the following hashtags: #AACVPR19, #cardiacrehab, #pulmonaryrehab
- Share fun photos of past AACVPR meetings and tag attendees with whom you look forward to seeing again this year.
- 280 characters not enough? Use this shortened URL to direct followers to register: https://bit.ly/2FDEXik
- Make it personal! Customize your message to make it relevant and personal where possible.
- Questions? Contact AACVPR HQ at (312) 321-5146.

Sample Tweets

Click the tweet to post from your own account:

- **September 18-21, join me in Portland for the #AACVPR19 Annual Meeting! The powers of #cardiacrehab and #pulmonaryrehab are limitless. Hope to see you there!**

- **I'll be presenting [SESSION TITLE] at the #AACVPR19 Annual Meeting. Register to join me and #cardiacrehab and #pulmonaryrehab in Portland September 18-21.**

- **Every year, #AACVPR19 Annual Meeting provides fantastic education and networking opportunities. This year, I am presenting [SESSION TITLE]. Join me in Portland!**

- **Calling all CR/PR professionals! Register by August 4 to get early bird registration discounts for the #AACVPR19 Annual Meeting https://bit.ly/2Xgb2ru**
Sample Facebook/LinkedIn Posts

Highlight these texts, and copy/paste them into other social networks.

- The power of cardiac and pulmonary rehabilitation is limitless. Stay at the forefront of the industry and join me at the AACVPR Annual Meeting for my session [SESSION TITLE]. Learn more: https://bit.ly/2Xgb2ru

- Make the most out of the AACVPR Annual Meeting by registering for pre-meeting workshops. Take a deep-dive into topics such as tobacco treatment and home-based rehab at this extra day of education. Learn more about pre-meeting workshops: https://bit.ly/2Fwlyz1

- Not only am I excited for the AACVPR Annual Meeting, but I’m thrilled to experience all that Portland has to offer. From brewery tours to botanical gardens, this city has something for everyone! Learn more with AACVPR’s quick guide to Portland and make plans to join me: https://bit.ly/31Ywv76

AACVPR 34th Annual Meeting – PowerPoint Slides

Are you presenting within the CR/PR community? Consider adding a PowerPoint slide to your presentation sharing information about Annual Meeting. Slides can be found here.