

promotional TIMELINE & CHECKLIST

YOUR MARKETING GUIDE FOR ANNUAL SESSION 2023

Proven to elevate your profile and generate opportunities, use this checklist to share your involvement in the greatest celebration of orthodontics on the globe. The AAO Annual Session community represents the largest and most actively engaged network of orthodontists in the field, and you're an integral part of it.

Take advantage of the marketing timeline and checklist to help you promote your organization's participation and invite your network to join you at Annual Session taking place April 21-24, 2023.

DECEMBER - JANUARY

- Add an event listing to your website
- Announce your participation on social media
- Insert the banner into your email signature
- Include the event logo on marketing collateral
- Add the PowerPoint promo slide into relevant presentations
- RSVP to the Facebook event

FEBRUARY - MARCH

- Record a promo video via Answer Stage
- Place a banner ad on your website
- Add a description and banner ad in your organization's newsletter and email blasts
- Invite your customers with the customizable email invitation
- Announce the new event paths on social media
- Communicate event highlights or giveaways that your organization is planning

APRIL

- Distribute a press release highlighting any new products, services, or announcements that you'll make at the event
- Send a "last chance to register" email invite to your customers
- Post what you're most looking forward to at the event on social media
- Schedule onsite meetings with relevant press, current customers and prospects
- Amplify your organization's onsite activities on social media

MAY

- Share thank you posts on social media
- Send follow up materials to new leads and contacts you met at the event