

# 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 participation and invite your network to join you at Annual Session taking place April 21-24, 2023.

### DECEMBER - JANUARY

- Announce your participation on social media
- Insert the banner into your email signature
- Invite your professional network with the customizable email invitation
- RSVP to Annual Session on Facebook

### FEBRUARY - MARCH

- Add a blurb and banner ad in your organization's newsletter and email blasts
- Announce the new event paths on social media
- Communicate key takeaways or top reasons to attend your upcoming session
- Record a personalized promo video via Answer Stage

### APRIL

- Send a "last chance to register" email invite to your network
- Post what you're most looking forward to at the event on social media
- Amplify your presentation and onsite experience via social media

### MAY

- Share thank you posts on social media
- Send follow up materials to session attendees