

# AIHce EXP 2020 Speaker Preparation

Promoting your session and attendance

Presented by:

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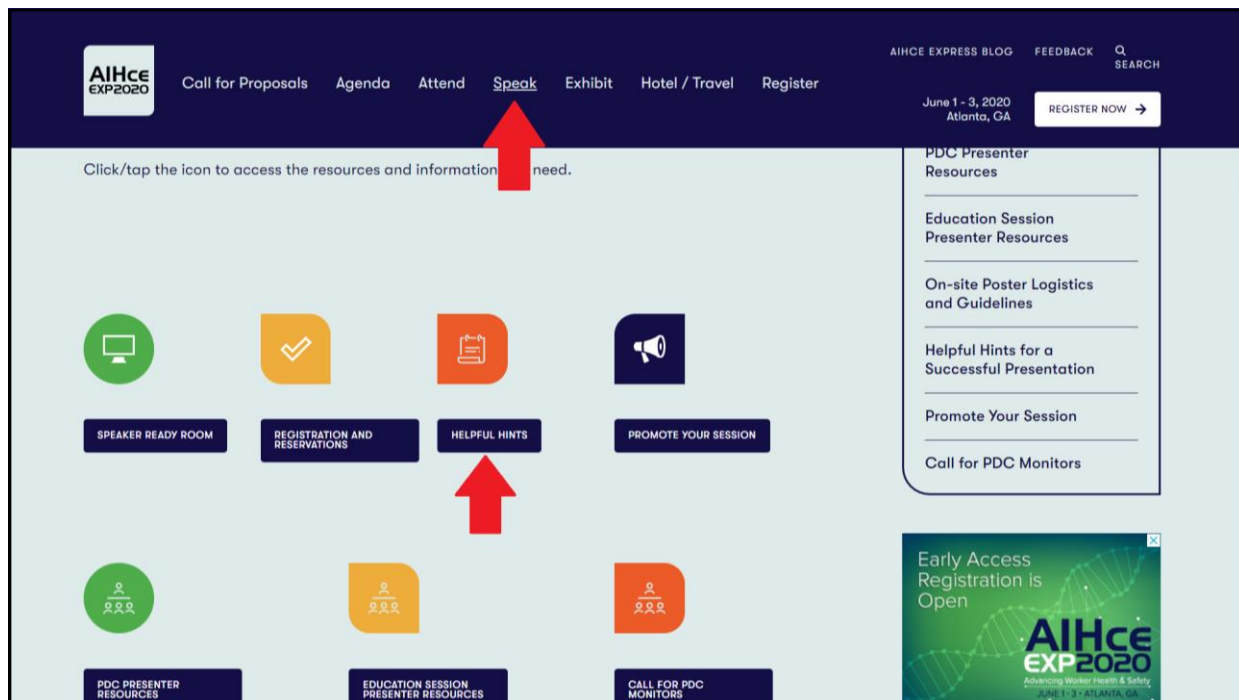
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## AIHce EXP Speaker Webinar Series

- Series of webinars corresponding with various deadlines leading up to the AIHce EXP 2020 conference
- Assists speakers in navigating resources, websites, understanding expectations, and deadlines
- Assists speakers in improving presentation skills and conference evaluations
- For more information and to view recordings visit [www.aihceexp.org](http://www.aihceexp.org), click "Speak," then "Helpful Hints for a Successful Presentation"



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## Upcoming Deadlines

- **February 19, 2020** – Submission of all Interactive Session Experience Forms (applicable for Education Session Presenters ONLY; the form will be available in the [Online Speaker Center](#)) & PDC logistics forms via the [online Speaker Ready Room](#) (*lead instructors only*)
- **March 18, 2020** – Review all content on the [Speaker Toolkit](#) section of the AIHce EXP website
- **March 29, 2020** – If attending the conference, register for AIHce EXP by this date to receive the advance rate



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## Your session was accepted... great!

Now let others know about it by spreading the word through social media!

You can use your normal social media posting as an opportunity to promote your attendance, session, presentation, or exhibition at AIHce EXP. The more you post, the more attention you'll bring to your sessions/booth space, and to AIHce EXP in general.



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## Social Media Tips

AIHA uses Twitter, Facebook, LinkedIn, and YouTube to talk about AIHce EXP, and so should you!

Use #AIHceEXP and include the name of your session/presentation. Don't forget to link back to the conference website, [AIHceEXP.org](http://AIHceEXP.org). You'll also want to tag AIHA in your post.

**Twitter Example:** I'm a speaker at #AIHceEXP! Take a look at my PDC on Welding @AIHA. (Tag others who might be interested and use your "I'm presenting" badge image.)

**Facebook Example:** At #AIHceEXP and interested in our work in coffee processing? Come to the "Exposures in Coffee Processing Facilities" session from 2-3pm in Room L100A! @AIHA (tag us, and insert the "I'm presenting" badge image)



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## Social Media Tips

If AIHA includes you in a tweet or response from their social page, we want you to retweet, favorite, and/or like it so that your colleagues can see it!

We suggest posting once a week or every two weeks about speaking at AIHce EXP for consistency. Mix up your wording so your posts don't become repetitive.

Suggested post ideas: share an interesting fact or point from your presentation. Tease what you'll be talking about. Pose a question. Create a poll.

Be serious, humorous, whimsical, or informative. Mix it up!

Do a short video recording using the above guidelines; video is currently the most engaging format on all social channels, so use it!

People like "in the moment" short videos (30 sec or less) so there's no need to make it polished. Just point the lens at yourself and share!



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## Help Us Help You

Notify Ben Rome via email ([brome@aiha.org](mailto:brome@aiha.org)), Twitter, or LinkedIn of your Twitter handle so you can be added to a special EXP social list

Leading up to and through conference, we will be promoting a special "Speaker List" for people to follow

Quick and easy way to boost your followers, your signal, and your session

Let Erin or Ben know if you'd like to do a short interview for the AIHce EXP Digest to promote your session (main conference or PDC)

[brome@aiha.org](mailto:brome@aiha.org)

[@bhrome](https://twitter.com/bhrome) (Twitter)

[linkedin.com/in/benhrome](https://www.linkedin.com/in/benhrome)



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## Promoting Your Presentation Outside of Social Media

Outside of social media, there are numerous other opportunities to promote your presentation at AIHce EXP:

Request that your company newsletter include a small blurb about the event and your session

Using the conference banner, email your colleagues and contacts to notify them of your session at AIHce EXP 2020

Incorporate the AIHce EXP promotional PowerPoint slides into your next presentation

If you write an article or blog post on a relevant site, mention your speaking engagement at AIHce EXP and include your session info (and link) in your short bio for the end of the article

Write a LinkedIn article about your session (or info you'll be presenting) and publish it through your profile, using appropriate hashtags and tagging AIHA

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## Visually Promote Your Participation



We've made it incredibly easy to promote your participation by using a downloadable, pre-made icon as your picture on social media, or in your email signature.

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# Utilize Catalyst



Catalyst is AIHA's online community

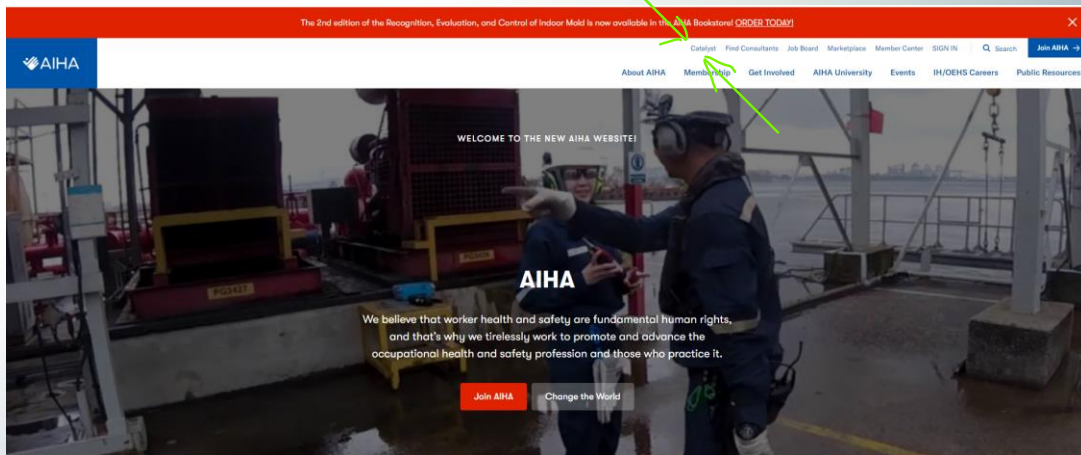
Why use Catalyst?

- Create a Profile and Introduce Yourself
- Engage directly with more than 8,500 AIHA members
- Promote your session via conversation
- Get feedback on session ideas
- Gauge interest in topics
- Tips for presenting
- Speaker Community



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# Accessing Catalyst



- [www.aiha.org](http://www.aiha.org) and select "Catalyst" at the top of the screen
- <https://community.aiha.org/home>



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The screenshot shows the catalyst AIHA website. At the top, there's a navigation bar with links like 'Contact Us', 'Code of Conduct', 'AIHA.org', 'My Member Dashboard', 'Outreach Center', and a search bar. Below this, a user profile for Erin Breece is displayed with a 'Welcome back,' message. The profile includes buttons for 'Complete My Profile', 'Add A Profile Picture', 'Search Directory', 'Post A Message', 'My Community', and 'My Discussions'. To the right, there's a 'Latest Activity' section with two discussion topics: 'RE: Golf cart battery hazard: Fire – Is hydrogen gas the sole culprit?' and 'RE: Electrostatic Disinfection'. A red arrow points to a dropdown menu labeled 'My Communities' with an option for 'All Communities'.

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## Accessing Your Community

- Scroll to AIHce 2020 Presenters
- Click on the community name (AIHce 2020 Presenters)

The screenshot shows the '2020 AIHce Conference Program Committee' page. It lists several communities: '2020 AIHce Speakers', '2020 Emerging Economies Micro-Grants Review Committee', '2020 Named Awards and Fellows Nominating Committee', and '2020 Technology Initiatives Strategic Advisory Group'. Each community has buttons for 'Discussions', 'Libraries', and 'Members'. A red box highlights the '2020 AIHce Speakers' community, and a red arrow points to it from the instructions. To the right, there's a 'Latest Discussion Posts' section and an 'Announcements' section with a 'WELCOME' banner for the AIHce EXP 2020 Speaker Community.

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# Questions?

