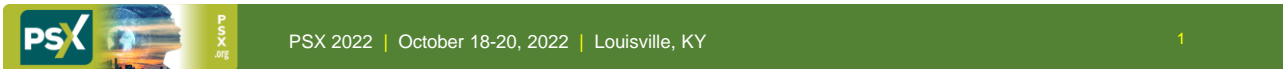


PSX 2022 Speaker Preparation

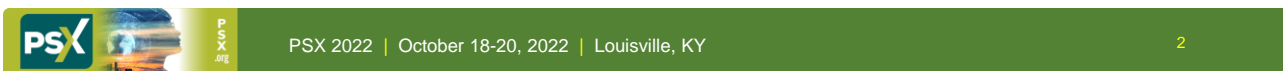
Speaker Web Series #2
Promoting Your Session Using Social Media



1

PSX Speaker Webinar Series

- Series of webinars corresponding with various deadlines leading up to the PSX 2022 conference
- Assist speakers in navigating resources, websites, understanding expectations and deadlines
- Improve presentation skills and conference evaluations
- For more information and to view recordings visit www.psx.org, click “Speak”.



2

Speaker Webinar Series

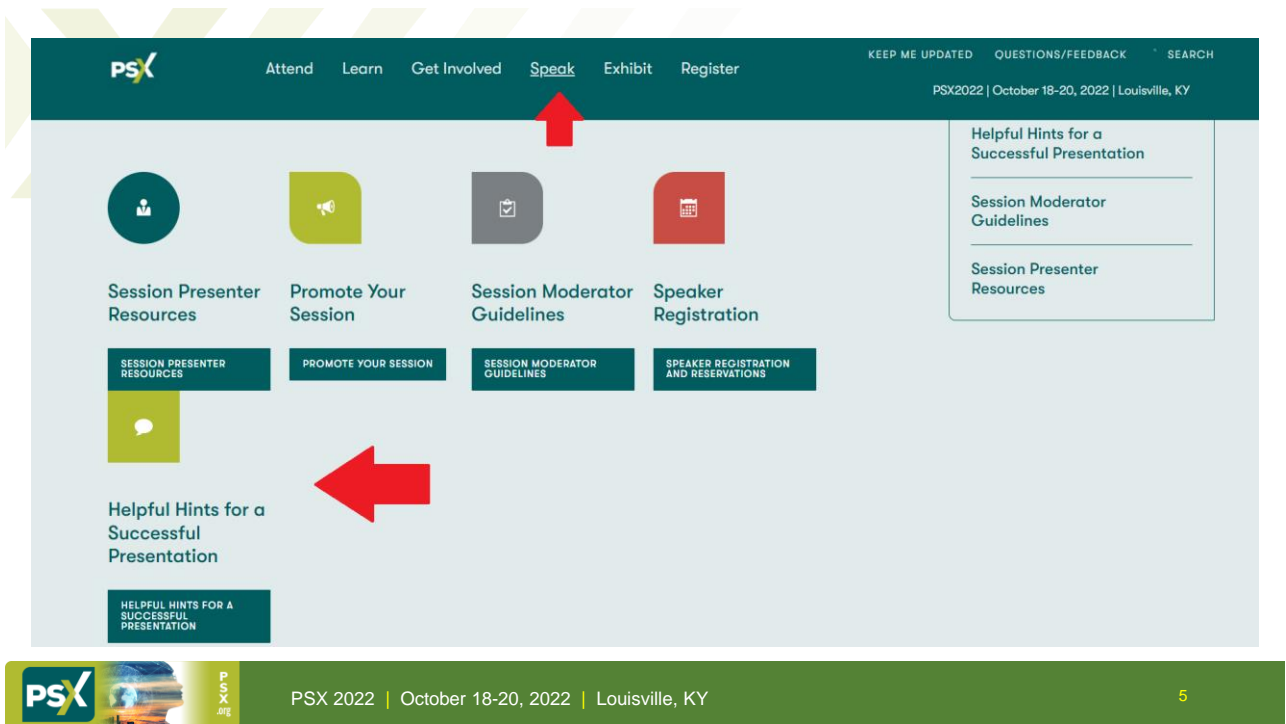
Date	Subjects Covered
5/5/2022	Navigating the Speaker Portal, Speaker Agreement, Toolkit & Available Resources
08/11/2022	Promoting Your Session Using Social Media
09/19/2022	On-Site Logistics: Room Sets & Equipment
09/26/2022	Presentation Best Practices
10/3/2022	Moderators' Roles & Responsibilities

3

Action Items & Deadlines

Date	Action Item
May 13, 2022	Log in to the online speaker center to sign the speaker agreement and complete the virtual delivery form
August 14, 2022	Register for PSX 2022 by this date to receive the advance rate discount
August 30, 2022	Review all content on the Speaker Toolkit section of the Product Stewardship 2022 website
October 15 – 16	Workshop presentation dates
October 17 – 20	Session presentation dates. <i>All sessions will be held in Central Daylight Time.</i>

4



5

Online Speaker Center

- Visit www.psx.org, and click on “SPEAK”, then on “Session Presenter Resources”, or use the link in your notification email (<https://ww2.aievolution.com/psx2022/>) to access your account
- Login (your username is your first initial and last name, i.e. jdoe and your password can be emailed to you, using the “forgot password” option)

6



Submission

Share your experience and knowledge at PSX 2022! PSX workshops and education sessions are where you can introduce participants to the latest Product Stewardship information, trends, technology and best practices. Contribute to the conference and the profession by submitting a presentation in your area of expertise. Inspire and energize your colleagues with the information, solutions, and best practices they need to meet the challenges they face in their work.

Important PSX 2022 Deadline Dates:

- January 10, 2022 - Submission portal opens
- March 1, 2022, 11:59PM Eastern - Deadline for all submission types (portal closes)

Questions?

Contact Conor O'Malley, Program Manager, comalley@aiha.org, 703-846-0767

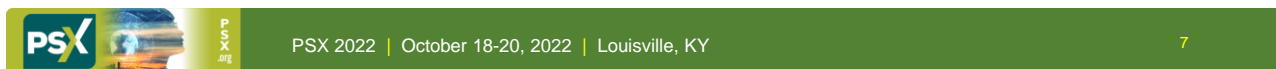
NOTE: Please create a NEW account for your 2022 submittal. Any account details from previous conferences were not transferred.

Username:

Password:

[Sign In](#)

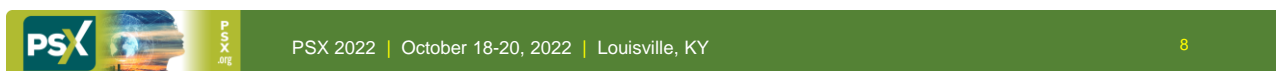
Ready to get started? Create your profile. You will receive login credentials via email.
[Forgot your Password? Get it now!](#)



7

Promote Your Session on Social Media

- Now it's time to let others know about your upcoming session by spreading the word through social media (and beyond)!
- You can use your normal social media posting as an opportunity to promote your attendance, presentation, or exhibition at PSX 2022
- The more you post, the more attention you'll bring to your session(s) and to PSX in general



8

Why Utilize Social Media?

- Use these channels as a way to start planning your session and engage with attendees
 - Poll attendees on potential topics or focus area for your talk
 - Request presentations tips or ask questions to help prepare
- Help us gain registrations for your workshop



Social Media Basics

- The Product Stewardship Society uses Twitter, Facebook, and LinkedIn
 - Use **#PSX** and **#ProductStewards**; include the name of your session/presentation
 - Don't forget to link back to the conference website, <https://www.psx.org/>
 - You may also include PSS's Twitter handle (**@ProductStewards**)



Social Media Examples

- **Twitter Example:**

- I'm a speaker at #PSX #ProductStewards! Take a look at my session at (link to session)

- **Facebook Example:**

- At #PSX #ProductStewards and interested in our work? Come to my "x" session from 2-3pm in Room x! @ProductStewards (tag us, and insert the "I'm presenting" badge image)
- We suggest posting once a week or every two weeks about speaking at PSX 2022 for consistency



Social Media Tips

- **Suggested post ideas:**

- Share an interesting fact or point from your presentation
- Pose a question
- Create a poll
- Be serious, humorous, whimsical, or informative
- Mix up your wording so your posts don't become repetitive



Social Media Tips

- 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!



Promoting Your Presentation Outside of Social Media

- There are numerous other opportunities to promote your presentation at PSX 2022
 - Request that your company newsletter include a small blurb about the event and your session
 - Email your colleagues and contacts to notify them of your session at PSX 2022
 - If allowable, you can announce that you'll be presenting at the conference in your email signature
 - Incorporate the PSX 2022 promotional PowerPoint slides into your next presentation



Visually Promote Your Participation

- Promote your participation by using our pre-made icon as your profile picture
- Right-click over the image on the right and select “Save Image as...” then upload to your favorite social media tool(s)



Help Us, Help You

- Engage with the Product Stewardship Society social media accounts
 - Leading up to and through conference, we will be promoting content and speakers
 - Boost your followers and your signal
 - Let us know if you'd like to do a short interview to promote your session (main conference or workshop)

Registration Reminder

- All presenters are required to register and are responsible for any associated costs
- August 14 (11:59pm ET) is the advance rate cutoff
- Workshop instructors who wish to attend PSX are required to pay the applicable full, or one-day registration fee, and should register for and reserve hotel accommodations online
- Main conference (Tuesday - Thursday) presenters and moderators are required to register for the conference and pay the applicable full, or one-day registration fee

Next Up in Our Speaker Web Series...

On-Site Logistics: Room Sets & Equipment
September 19, 2022
3:00pm ET

Questions?



Conor O'Malley, comalley@aiha.org