

PSX 2025 Speaker Webinar

Promoting Your Session Using Social Media

Presented by: Ammanuel Kassahun



PSX 2025 | September 16-18, 2025 | Houston, TX

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PSX Speaker Webinar Series

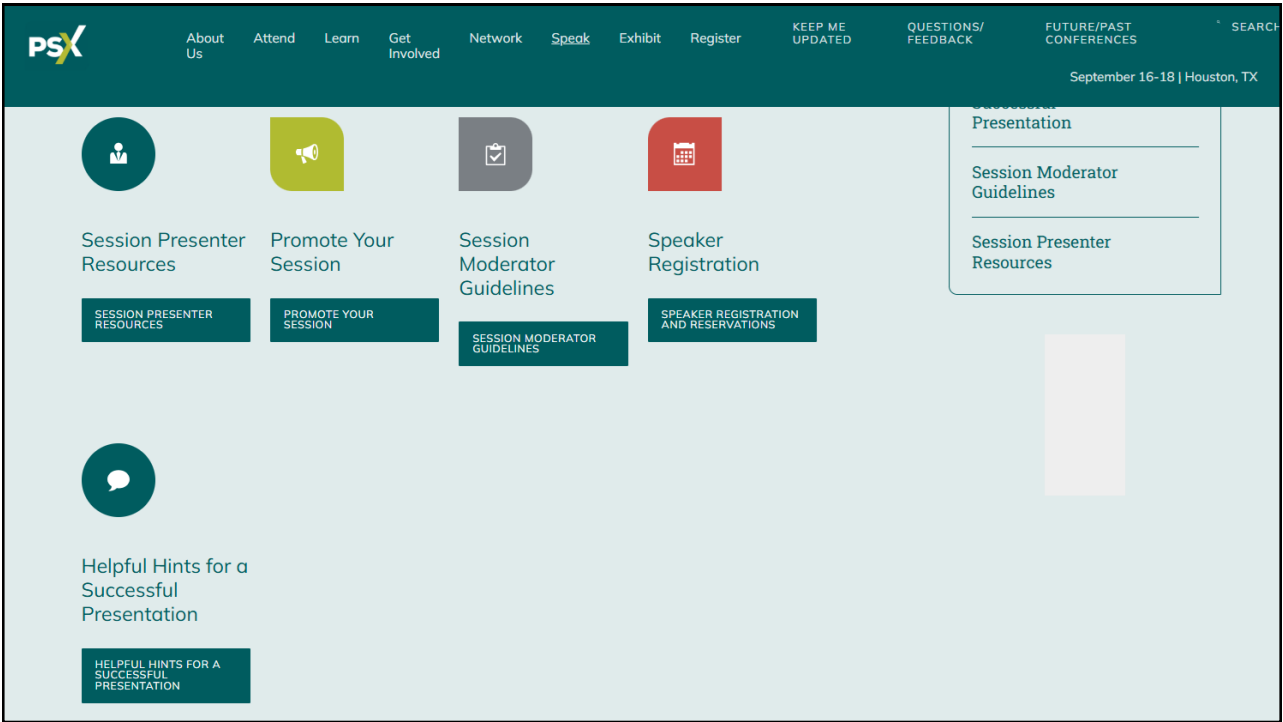
- Series of webinars corresponding with various deadlines leading up to the PSX conference
- Assist speakers in navigating resources, websites, understanding expectations and deadlines
- Improve presentation skills and conference evaluations
- For more information and to view the recordings, visit www.psx.org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



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PSX Speaker Webinar Schedule

Date	Subjects Covered
Monday, April 14 @ 2:00 p.m. ET	Navigating the Speaker Portal, Speaker Agreement, and Session Delivery Form
Thursday, July 10 @ 2:00 p.m. ET	Promoting Your Session Using Social Media
Thursday, July 31 @ 2:00 p.m. ET	On-Site Logistics: Room Sets & Equipment and Best Practices for Your Presentation
Thursday, September 4 @ 2:00 p.m. ET	Moderators' Roles & Responsibilities





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Action Items and Deadlines

- **April 16, 2025** – Registration launches for PSX. All speakers and moderators are required to register and pay applicable full conference, or one day registration fees. There are no speaker discounts available for registration.
- **April 17, 2025** – Log in to the online speaker center to sign the speaker agreement, update your contact details, upload your bio/photo, and complete the Session Broadcasting, Recording & Materials Form.
- **July 13, 11:59 p.m. Eastern, 2025** – Register for PSX 2025 by this date to receive the advance rate discount.
- **September 4, 2025** – Upload a copy of your presentation or other handouts (optional) if you wish attendees to have access to it on the conference's mobile app.
- **September 15, 2025** – Workshop presentation date.
- **September 16-18, 2025** – Education and Express Session presentation dates.



Promote Your Session Via Social Media

- Now it's time to let others know about your upcoming session by spreading the word through social media (and beyond)!
- Post as you normally do. You can use your normal social media posting as an opportunity to promote your attendance, presentation, or exhibition at PSX 2025
- Post every other day. The more you post, the more attention you'll bring to your session(s) and to PSX in general



Why Utilize Social Media?

- Use these channels to start planning your session and engage with attendees
 - Create polls or video snippets to engage your followers
 - Ask questions that pertain to your session to help prepare
- Help gain interest for your session/ workshop, and PSX attendance

Social Media Basics

- The Product Stewardship Society uses Facebook and LinkedIn
 - Use #PSX and #ProductStewards; include the name of your session/presentation
 - Tag us on our social media accounts @Product Stewardship Society
 - Don't forget to link back to the conference website, <https://www.psx.org>

Social Media Examples

- LinkedIn/Facebook Example:
 - PSX 2025 is almost here. Interested in learning about (insert topic about product stewardship)? Come to my "x" session from 2:00 – 3:00 PM in Room x! @ProductStewardshipSociety (tag us, and insert the "I'm presenting" badge image)
- We suggest posting once a week or every two weeks about speaking at PSX 2025 for consistency



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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 and your style so your posts don't become repetitive



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Promoting Your Presentation Outside Social Media

- There are numerous other opportunities to promote your presentation at PSX 2025
 - 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 2025
 - If allowable, you can announce that you'll be presenting at the conference in your email signature
 - Incorporate the PSX 2025 promotional PowerPoint slides into your next presentation



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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)



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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—repost and/or share to grow our voice (and yours!)
 - 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)



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Registration reminder

- All presenters are required to register and are responsible for any associated costs
- **Sunday, July 13 (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



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Questions?

Erin Breece, Program Director, Education, ebreece@aiha.org, or 703-846-0749.

