



# Speaker Marketing Toolkit

**This toolkit is intended to help you promote your participation in the 2021 AAOMS Annual Meeting.**

By using one or more of the elements of this toolkit, you will help AAOMS promote registration for the Sept. 29 – Oct. 2 meeting. While AAOMS continues its traditional outreach, marketing is about reaching the right audiences with the right messages in the right format. **That’s why AAOMS is asking for your help – a speaker’s circle of contacts can prove to be indispensable.**

This toolkit allows you to announce your upcoming presentation(s) to your professional network in a simple and “branded” way – as all speakers are offered the same materials.

**Speakers are invited to promote their involvement in the AAOMS Annual Meeting in these ways:**

- **Use downloadable graphics.**
- **Invite colleagues via a personalized email.**
- **Send an item to your state or regional OMS society.**
- **Add a temporary email signature.**
- **Share on social media platforms that have your professional connections.**
- **Create and post a short promotional video.**

Questions about how to use this toolkit?  
Email AAOMS Integrated Marketing Manager  
Karin Swihart at [kswihart@aaoms.org](mailto:kswihart@aaoms.org)  
or call 847-233-4389.

The graphic is a vertical rectangular panel with a dark blue top section and a light blue bottom section. In the top right, white text reads 'I am speaking at AAOMS Annual Meeting!'. In the center is a smaller version of the AAOMS Nashville logo. To the right of the logo, white text on a dark blue background reads 'Offered in-person and online'. At the bottom, white text on a dark blue background reads 'Sept. 29 – Oct. 2'. At the very bottom, white text on a red background reads 'AAOMS.org/AnnualMeeting'.



## Downloadable graphics

These graphics are available for download for speakers. Right-click on the images found in this document to save them to your computer. These graphics can be used on social media, posted on your website and added to your email signature.

Be sure to hyperlink the graphic to [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting):

- AAOMS Annual Meeting logo (PNG)
- Speaker graphic (PNG for [Facebook](#) and [Instagram](#))



## Personalized email invitation template

Spread the word about the AAOMS Annual Meeting by sending an email invitation to colleagues.

This template can be personalized and shared:

Subject: Join my session at the AAOMS Annual Meeting

*Dear colleagues,*

*As someone who may be interested in **(insert topic)**, I want to encourage you to participate in the 2021 AAOMS Annual Meeting. I will be speaking during this year's meeting and presenting during the **(insert session title)** session being held **(date)** at **(time)**.*

*During my presentation, I will **(insert main session objectives, highlight why a colleague should participate, latest research, pearls, etc.)**.*

*I hope you will consider attending the meeting. New this year, registrants of the Annual Meeting will get full access to most sessions and recordings until the end of the year. To register, visit [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting).*

*Sincerely,*

***(Your name)***

## Send an item to OMS state or regional society

Submitting a speaker notice to your OMS state or regional society helps showcase your leadership in the national Association. Customize the message below and submit it to a society for possible inclusion in newsletters. **Be sure to include the generic AAOMS Annual Meeting graphic found above and a headshot photograph.**

Subject: **(Insert name)** to speak at the AAOMS Annual Meeting

*Dr. **(insert name)** has been selected to speak on **(insert topic)** as part of the 2021 AAOMS Annual Meeting. Dr. **(insert name)** will be presenting during the **(insert session title)** session being held **(date)** at **(time)**.*

*During the presentation, Dr. **(insert name)** will **(insert main session objectives, highlight why a colleague should participate, latest research, pearls, etc.)**.*

*To learn more about the meeting and other topics of interest being presented, visit [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting).*



## Email signature

Help spread the word about the AAOMS Annual Meeting by including this message beneath your standard email signature. **Be sure to include hyperlinks to either your session or the Annual Meeting landing page, [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting).**

### Attendee message:

*I'm attending the 2021 AAOMS Annual Meeting, Sept. 29 to Oct. 2. Join me!*

### Speaker message:

*I'm speaking at the 2021 AAOMS Annual Meeting. Explore my session today!*

## Email signature instructions for Outlook

1. Open a new email.
2. Click the "Signature" icon in the header.
3. Click "Signatures..."
4. Choose your main external signature. And paste in the selected message. You can format your message font and style. In addition, you can set this signature to appear on new messages, replies/forwards or both.
5. Click "OK."

## Email signature instructions for Gmail

1. Open Gmail.
2. In the top right, click "Settings" and then "See all settings."
3. In the "Signature" section, paste in the selected message in the box. You can format your message by adding an image or changing the text style.
4. At the bottom of the page, click Save Changes.



## Promote on social media

Social media is a great way to let your professional connections know you will be a presenter at the 2021 AAOMS Annual Meeting. Here are sample messages you can personalize and share.

Be sure to include one of the graphics (linked below) with the post and use the meeting hashtag #AAOMS2021 on all posts:

*I am speaking during the 2021 AAOMS Annual Meeting! Join my session on **(insert title/topic)** being held **(insert date and time)**. [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting) #AAOMS2021*

*Want to learn more about **(insert topic)**? I will be speaking on this topic during the 2021 AAOMS Annual Meeting. Join my session **(insert date and time)**. Learn more at [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting). #AAOMS2021*

*Stay up-to-date on **(insert topic)**. Don't miss my session, **(session title)**, being held **(date and time)** during the 2021 AAOMS Annual Meeting. [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting) #AAOMS2021*

*I am speaking during the 2021 AAOMS Annual Meeting! Add my session **(insert title/topic)** being held **(insert date and time)** to your schedule. Send me questions or comments about your biggest challenges, and I may include them in the presentation! #AAOMS2021 [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting)*

*Don't miss my session during the 2021 AAOMS Annual Meeting. I will be speaking on **(insert topic) (insert date and time)**. Register today at [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting). #AAOMS2021*

*I am excited to share the latest research on **(insert topic)** during the 2021 AAOMS Annual Meeting. Learn more about my session and register at [AAOMS.org/AnnualMeeting](https://AAOMS.org/AnnualMeeting)! #AAOMS2021*





## Promotional video

Videos are a great way to increase interest in your session. These tips explain what the video should focus on and where to post it:

- Highlight your session topic and key objectives of your presentation.
- Promote the session title, date, time and any co-presenters.
- Keep it concise – 60-90 seconds is ideal.
- Share your video on your social media accounts with professional connections. Don't forget to use the meeting hashtag #AAOMS2021.
- Send the video to AAOMS too! Email the video to [kswihart@aaoms.org](mailto:kswihart@aaoms.org) for potential placement on AAOMS social media and website.

## Advice for shooting a video from a phone

- **Choose your location based on lighting and background** – For indoor videos, position yourself facing a window. Turn on other indoor lights. A simple background is best.
- **Configure the resolution** – A higher resolution will produce smoother, crisper videos. Check your phone manual for assistance on how to adjust the resolution. General instructions for an iPhone are Go to Settings > Camera > Record Video > select 4K at 60 fps. For an Android phone, go to your Camera app > Settings > Video Quality > select Full HD.
- **Turn the phone so it's positioned horizontally** – This will avoid black bars added on the sides during playback.
- **Use a tripod** – If you don't own a tripod, you can easily create one using a paper cup, flexible "reward" cards or binder clips ([YouTube.com/watch?v=TTtJovKtujo](https://www.youtube.com/watch?v=TTtJovKtujo)).
- **Move the phone closer and closer until you find the ideal frame for the video** – Don't use the zoom-in feature as that causes the video to become pixelated.
- **Sound enhancements** – Turn off fans and other white noise. If the phone is close enough and the room is quiet, the audio should be acceptable.
- **Preparing to present** – It is best to write and rehearse a script but not read from it while recording. Instead, set up a laptop/tablet next to the camera so you can see an outline of the major bullet points to guide you while speaking.