**Sample Meeting Marketing Plan**

**Goal:** Increase registration at the meeting

**Who:** Loyal meeting attendees, irregular attendees/never attended, new members/new professionals/ students, laboratory managers who could encourage their staff to attend, laboratory educators, and local area laboratories (See targeted messages for each audience below.)

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| --- | --- | --- |
| **Target Audiences** | **Messages** | **Benefits to Promote** |
| Loyal attendees | Get them excited  Remind them how much fun they had last year  It’s easy to register | - Networking  - Continuing education  - Keynote speakers  - Social events  - Poster sessions |
| Irregular attendees/never attended | Convince them why it’s worth the money and time off from work/away from home  Give them “Fear of Missing Out” | - Continuing education  - Keynote speakers  - Grant/scholarship money  - Resources to get your boss to say yes  - Attendee list (see who’s coming)  - First-time attendee resources |
| New members/new professionals/students | Welcome to the profession – this is the place to be  Make new friends and start building your career | - Grant/scholarship money  - Continuing education  - Resources to get your boss to say yes  - Networking  - First-time attendee resources |
| Laboratory managers | Invest in your staff  Make sure your laboratory achieves its full potential | - Continuing education  - Networking  - Grant/scholarship money  - Attendee List (see who’s coming) |
| Laboratory Educators | Promote your scholarship and/or your program  Build your network  Make sure your students achieve full potential  Stay current in scientific advances | - Networking  - Continuing education  - Grant/scholarship money  - Social events  - Poster sessions |
| Local area laboratories | Discover the [ASCLS Constituent Society] Meeting  No travel required | - Continuing education  - Networking  - Keynote speakers  - Easy train ride or drive  - Save money on hotel stays |

**When and Where (Timeline)**

**Milestone: Meeting Location and Dates Are Available**

* Update website with all available details about the meeting (location, dates, registration fees, hotel reservations, schedule, etc.)
* Post on social media – Save the date
* Create Event in ASCLS Connect
* Feature meeting information in upcoming newsletters/communications to members (Save the Date)

**Milestone: Registration Opens**

* Website features registration link and news about the conference
* Email all members announcing that registration is open  
   Message 1 to loyal attendees  
   Message 2 to irregular/never attendees
* Post on social media channels that registration is open
* Update Event in ASCLS Connect
* Post in Constituent Society Community in ASCLS Connect that registration is open
* Feature meeting information in upcoming newsletters/communications to members

**Milestone: Grant/Scholarship Opportunities for Attendees**

* Update website with any new information
* Send targeted message to students, new members, and irregular/never attendees about grant/scholarship opportunities
* Post on social media channels about grant/scholarship opportunities
* Post in Constituent Society Community in ASCLS Connect about grant/scholarship opportunities
* Send targeted message to lab managers encouraging them to send staff
* Send targeted message to laboratory educators asking them to share with their students
* Feature meeting information in upcoming newsletters/communications to members

**Milestone: Educational Program and/or Keynote Speakers Announced**

* Update website with any new information
* Send targeted messages about educational sessions
* Post on social media highlighting educational sessions
* Post in Constituent Society Community in ASCLS Connect about educational sessions
* Feature meeting information in upcoming newsletters/communications to members

**Milestone: Social Activities Announced**

* Update website with any new information
* Send targeted message to local area laboratories
* Post on social media highlighting things to do in the local area
* Post in Constituent Society Community in ASCLS Connect highlighting social activities
* Feature meeting information in upcoming newsletters/communications to members

**Milestone: Early Registration Deadline Approaches**

* Send targeted message to those already signed up to encourage their friends/colleagues to sign up before early registration deadline (“Friends don’t let friends pay full price”)
* Send targeted emails to those not yet signed up, reminding them of early-bird deadline
* Post on social media about early registration deadline
* Post in Constituent Society Community in ASCLS Connect about early registration deadline
* Feature meeting information in upcoming newsletters/communications to members and highlight early registration deadline

**Milestone: Meeting Approaches**

* Update website with any new information
* Send last chance to register message
* Post on social media that it’s the last chance to register
* Post in Constituent Society Community in ASCLS Connect about last chance to register
* Send targeted email to first-time attendees giving them advice about navigating the conference

**Milestone: Post-Meeting**

* Send thank you for attending message with information about CE credit, meeting evaluation, etc.

**Additional Possible Touch Points**

* Create video testimonials from previous meeting attendees and/or constituent society leaders and use them in social media posts, websites, and emails
* Create flyers to hand out at in-person meetings and in local laboratories
* Promote meeting in email signatures
* Create images that speakers and exhibitors can use on social media to promote the event
* Used paid promotion ads on social media, such as Facebook and LinkedIn, to reach an audience similar to your target audience
* Use lots of photos from previous meetings
* Promote social media hashtags in communications