

25
YEARS

MEDIA TOOLKIT

SUPPORTERS & VOLUNTEERS



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HOW TO PROMOTE YOUR PARTICIPATION AT #SCDM2019

GENERAL: INTRODUCING SCDM

These paragraphs are particularly useful when communicating with individuals who have not yet heard about SCDM. A useful introduction to the conference and the SCDM society as a whole.

50-WORD DESCRIPTION

Inspire. Interact. Innovate.

The SCDM Annual Conference is the world's largest Clinical Data Management Conference.

This September 29 - October 2, **inspired** professionals from the healthcare sector will gather together in Baltimore in a highly **interactive** environment to discuss the most **innovative** solutions and practices in the CDM industry, advancing our community's global ambitions.

100-WORD DESCRIPTION

Inspire. Interact. Innovate.

The SCDM Annual Conference is the world's largest Clinical Data Management Conference, offering participants unrivalled opportunities to get **inspired** by cutting-edge CDM solutions and best practices. From September 29 - October 2, in Baltimore, Maryland, SCDM 2019 Annual Conference's aim is to create an **interactive** environment to share our passion for CDM with all participants by bringing a new perspective to their careers.

With the most **innovative** program to date, exclusive speakers, dynamic sessions and numerous networking events, the SCDM 2019 Annual Conference is a unique forum for the healthcare industry.

The conference's objective is to motivate the healthcare sector, expanding our community's goals worldwide.

SOCIAL MEDIA

Use social media to build excitement and encourage attendance to the event. Simply adapt the suggestions below or create your own.

JOIN THE CONVERSATION WITH #SCDM2019

The event will be using the hashtag **#SCDM2019** on all social media outlets to allow attendees and fans to follow, join and stay engaged in the conversation.

By clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all the posts using **#SCDM2019** on the specific social media network you are using – showing the volume of discussion, updates and all the great conversations and events happening around you.

LINKEDIN

Post a note on your profile

I will be attending the SCDM 2019 Annual Conference in Baltimore this September-October. A must-attend event for healthcare leaders. #SCDM2019

You can learn more at www.scdm2019.org

Start a discussion in your groups

I look forward to attending the SCDM 2019 Annual Conference, in Baltimore this September-October. I hope to meet you there! #SCDM2019 www.scdm2019.org

Query interest or ask for input in related LinkedIn groups

I will be attending the SCDM 2019 Annual Conference. I am interested in [insert topic]. What would you recommend for me? What are the current trends in this area? Share your opinion in the comments section below. #SCDM2019

www.scdm2019.org

FACEBOOK

I will be attending the session on [Insert topic] at the SCDM 2019 Annual Conference, a must-attend event for healthcare leaders. September 29 – October 2, 2019. Learn more at www.scdm2019.org

TWITTER

I am excited to be attending #SCDM2019! @SCDM_DataDriven www.scdm2019.org

Interested in [insert topic]? Don't miss the #SCDM2019 [insert details here] session in September/October in Baltimore. @SCDM_DataDriven www.scdm2019.org

I am planning my #SCDM2019 visit – what do you recommend for me? @SCDM_DataDriven www.scdm2019.org

#SCDM2019 LOGO

Download the official logo [here](#).



BANNERS

Use these to accompany your social media posts online. A picture says a thousand words: by adding a visual element to your tweet you will gain a far higher number of likes and comments!

Download Squared Banner [here](#).



Download Rectangular Banner [here](#).



SIGNATURE

Please include this at the end of your professional and/ or personal signature block, to sign off your emails. Your colleagues, clients and wider network will be encouraged to learn more about your thought leadership at SCDM. Download [here](#).

I am attending the SCDM 2019 Annual Conference. Join us by registering [here](#)!



Make sure you link the signature banner to our [website](#)!

POWERPOINT PRESENTATION TEMPLATE

All SCDM Annual Conference presentations should adopt this presentation design (where possible). Download [here](#).

