

## PROMOTE YOUR SRC LIKE A MARKETING PRO

This guide introduces you to the SRC marketing lifecycle, describes key tactics and tools, and confirms your responsibilities in promoting your SRC.

### ORGANIZER RESPONSIBILITIES

- **Program:** - Build a stimulating conference agenda with dynamic speakers, session chairs, and career development workshops.
- **SRC webpage content:** Craft a lively conference summary for the webpage, including attendee takeaways.
- **Email marketing:** Capture contacts from your own digital address book and send emails to friends and colleagues promoting your SRC.
- **Social media:** Post details about your SRC on your social media platforms or on those managed by you or your lab.
- **Word of mouth:** Share details about your SRC during scientific meetings.
- **Academic outreach:** Promote your SRC through your academic institution with flyers, talks, and stories in institutional newsletters.

### FASEB RESPONSIBILITIES

- Develop and launch your **SRC webpage**.
- Build the **SRC Organizer Promotional Toolkit**, which includes email and social media templates, signature ads, and digital ads.
- Serve as a resource for assisting and consulting with SRC organizers about marketing tactics and tips.
- Share the **Social Media Tip Sheet** to enhance your social media.
- Implement an **Email Marketing** campaign based on FASEB email lists.
- Provide marketing support through advertising and at other conferences.
- Promote the conference via FASEB social media accounts.

## STAGE 1: ANNOUNCE SRC APPROVAL ➤➤ LAUNCH SRC WEBPAGE

As you're putting together a stimulating SRC program, it's time to spread the word about your SRC! Our FASEB marketing staff will work with you to promote your SRC, and we're available to contact so you can ask questions about additional tips and tactics for maximum effectiveness.

At this early stage, we encourage you to reach out to your peers to inform them of the conference theme, location, and dates. Use the marketing materials FASEB has provided to alert your colleagues to "save the date."

FASEB will offer support through an **SRC Organizer Promotional Toolkit** in a folder in your organizer portal with templates for emails and social media along with digital ads and flyers.



### STAGE 1 marketing activities to consider:

- Utilize the FASEB PowerPoint template to create a slide to market your SRC during speaking engagements.
- Add details about your SRC to your email signature by applying the FASEB graphic.
- Print your slide to publicize your SRC at your academic institution and through emails to friends and colleagues.
- Promote your SRC on your personal social media accounts by using FASEB templates/graphics.
- Collect key details about your program and speakers to be included on your SRC webpage.

## STAGE 2: LAUNCH OF SRC WEBPAGE ➤➤ EARLY REGISTRATION DEADLINE



**Stage 2** is the most active phase of the marketing lifecycle. The FASEB conference manager and marketing team work with you to deploy a number of tactics to publicize your SRC. Building attendance is our primary goal.

The central marketing tool for any FASEB SRC is the conference webpage. With information from you, the FASEB team populates it with your SRC's program, speakers, and extracurricular activities. It is also home to key information about travel and poster awards, which could help offset the costs of the conference for students and trainees.

### STAGE 2 marketing activities to consider:

- Keep adding more details to your SRC webpage as it becomes the focus of most of your marketing and promotions.
- Launch email campaigns from your personal contact list.
- Reach out to potential subject-matter partners or societies and ask them to share information about the meeting with their members.
- Continue posting to social media sites with detailed information as more speakers confirm their attendance or confirm keynote titles.
- Leverage contacts with your academic institution to promote the SRC through university publications, events, and websites.

## STAGE 3: EARLY REGISTRATION DEADLINE ➤➤ REGULAR REGISTRATION DEADLINE

Conference attendees and speakers often delay their decisions about registering, and an email or social media post will remind them of the opportunity.

It's important at this stage to create FOMO (fear of missing out) by showcasing your keynote speaker's topic, other scheduled speakers, or videos of previous conferences' attendees enjoying fun activities. Important: Registration traditionally ends approximately one week prior to your conference's start date for in-person conferences. The time may be different for virtual conferences. This is a critical period to make sure you meet your SRC attendance goals.



### STAGE 3 marketing activities to consider:

- Drive messaging to boost later registration through targeted emails and personal outreach to friends, students, and colleagues.
- Post appeals to social media and remind potential attendees that time is running short to book hotel rooms at the conference rate. Remember to make your posts engaging!
- Urge the advance submission of poster presentations for award consideration (if your funding allows) and highlight early-career training opportunities.
- Encourage your SRC sponsors and speakers to reach out to their email lists or social media platforms to promote the conference.

## STAGE 4: WEEK OF YOUR MEETING ➤➤ POST-CONFERENCE



**Stage 4** begins when your SRC is in full swing and your promotional duties take a different tack. Your SRC, speakers, and attendees will benefit when you post non-scientific photos and videos to social media to highlight the science, speakers, and activities at your conference.

FASEB relies on you to tell the story of your conference during the event, sharing details about the sessions and activities, and the same is true after your SRC ends.

Personal emails and social media posts are a great way to thank attendees and sponsors for their attendance and financial support for your conference.

### STAGE 4 marketing activities to consider:

- Post non-scientific photos and videos taken at your SRC to your social media platforms so attendees following the conference's hashtag can re-tweet or share it with their social media audiences.
- Use social media to thank sponsors and grantmakers who helped you fund the SRC.
- Thank attendees via social media or an email for coming to your SRC, with links to SRC photos.

## KEY MARKETING STRATEGIES & TACTICS

As you go through the process of planning your SRC – finalizing key details about speakers, scheduling, events, and location – your goal is to encourage attendance at your meeting. The best strategy is to make your SRC stand out and encourage peer scientists, postdocs, and graduate students to attend your SRC.

FASEB is also available to consult in how best to use the **SRC Organizer Promotional Tool Kit**, which includes FASEB's SRC promotional materials: social media graphics, an SRC-specific hashtag, a PowerPoint slide template, and email template.

### Use the following marketing strategies and tactics to promote your SRC:

**SRC Webpage:** Direct potential attendees to your SRC page to learn more about your meeting and to register to attend. The conference [a] is your marketing centerpiece, and showcases your scientific program, answers visitors' logistical questions, and gives easy access to registration.

**Email Marketing:** Send a personal email to colleagues and friends about your SRC, urging them to learn more about your conference. Email marketing to peers has the benefit of being inexpensive and effective.

**Social Media:** Use social media, including your unique SRC hashtag, to enjoy conversations before, during, and after your SRC. Posting on Instagram, LinkedIn, and Twitter builds a responsive SRC community.

**Conference Attendance:** Leverage your speeches and presentations at bioscience conferences to share save-the-date information about your SRC or to disseminate other key details about the meeting.

**Content Marketing:** Share key details about your SRC in your email signature, lab blog, and academic profile.

**Individualized Outreach to SRC Organizers:** Ask the FASEB marketing team for assistance with complex marketing challenges. Their experience can provide targeted tactics to address specific concerns.

### FASEB SRC Marketing & Communications Team

Our staff is here to provide you with the know-how you need to create a successful conference experience for your attendees. If you have any questions, please reach out to the person responsible for that marketing strategy or tactic:

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