

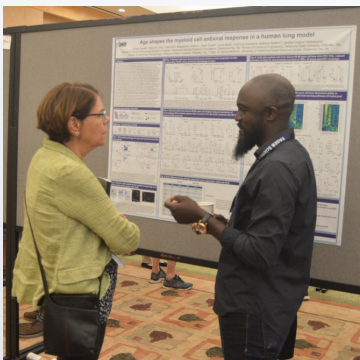
The promotional strategy for Science Research Conferences is two-fold. Organizers promote their meeting in their institutions and to their professional networks. FASEB publicizes it to its vast number of contacts and constituencies, including its 22 member societies, representing over 110,000 scientists. The “secret sauce” for conference marketing is ensuring the program agenda features relevant speakers and topics, ample opportunities for networking, and chances for early-career researchers to present their work.

ORGANIZER MARKETING RESPONSIBILITIES

- Content: Tell us about what attendees will learn, workshops, speakers, and top-level topics to be covered
- Emails and Social Media: Reach out to your networks (colleagues and friends) and invite them to the SRC
- Institutional Outreach: Engage your institution’s administration, faculty, and students to help you promote
- Cross-Conference: Talk up the conference in presentations and professional conversations
- Post-Event Follow-Up: Thank attendees and sponsors and share photos and highlights

FASEB MARKETING RESPONSIBILITIES

- Content: Creating your SRC webpage, graphics, and Promotional Toolkit
- Digital Marketing: Emails and social media sent to FASEB’s extensive audience across disciplines
- Advertising Support: facilitating advertising in journals, websites, social media, and at industry events
- Video production: Facilitating and editing personal video messages from organizers
- Provides consultation, advice, technical assistance, data evaluation



MARKETING STAGES

Announcement and Launch

- “Save the Date” announcements
- Send FASEB your list of speakers as you finalize your agenda
- Start advertising your SRC to your network
- Webpage content goes live
- Broad marketing push begins

Abstracts and Early Registration Deadlines

- Emphasize keynotes, program, awards, and networking
- Encourage registration and abstract submissions
- Get help from speakers and sponsors to boost outreach

Conference Week → Post-Conference

- Share photos and behind-the-scenes moments in real time
- Publicly thank sponsors and attendees
- Recap and keep momentum going with post-event communications