**2023 IABC World Conference**

***Attendee Marketing Kit***

# About this Marketing Kit

As an attendee of the 2023 IABC World Conference, we know that you’re eager to spread the word about the conference. We’ve created this marketing kit to help you share your excitement.

To support our outreach efforts, we ask you do any or all of the following:

* **ENCOURAGE ATTENDANCE** – Send an email to your co-workers and colleagues using the template below.
* **PROMOTE THROUGH YOUR ORGANIZATION** – Add the 2023 IABC World Conference to your organizational and work calendars, newsletters and digital bulletin boards using the template below.
* **LIKE, RETWEET AND USE THE #IABC23 HASHTAG** – Encourage attendance and spread awareness of the 2023 IABC World Conference.

**Conference Details**

Included below are important conference details that you may reference and use when spreading the word about the 2023 IABC World Conference.

Dates

4-7 June, 2023

Location

Toronto, Ontario, Canada

**Website**

<https://wc.iabc.com/>

Social Media Hashtag

#IABC23

Social Media Channels

**Facebook** <https://www.facebook.com/IABCWorld>

**Twitter**

<https://twitter.com/iabc>

**YouTube** <https://www.youtube.com/user/IABClive>

**LinkedIn** <https://www.linkedin.com/company/iabc/>

**Instagram**

<https://www.instagram.com/iabcgram/>

# Sample Email Communication

# The following message was developed for your ease of use; copy and paste, or modify the message to send via personal email to your network of coworkers, colleagues and professional contacts.

**Subject**: Help Shake Things Up at the 2023 IABC World Conference

Dear [**Contact Name**],

IABC continues to shake things up within the communications field. That’s why I’m thrilled to share that I will be in attendance at the [2023 IABC World Conference](https://wc.iabc.com/) this June.

The World Conference will be invaluable in helping me reach my professional and personal goals as a communication professional. This year, I am looking forward to a unique program filled with dialogue-focused experiences and new session formats – plus, curated sessions focused around the different stages of [IABC Career Paths](https://www.iabc.com/Career/Career-Centre/IABC-Career-Roadmap). I hope you’ll take advantage of these opportunities to make connections and share new ideas.

The 2023 Conference theme is all about showcasing the way **communication can deepen**: relationships, impact, curiosity, and so much more. Plus, you can look forward to:

* Reimagined ways of connecting with our partners and learning about their offerings
* Increased opportunities to learn from peers and share ideas
* The chance to explore all Toronto has to offer
* And more!

I look forward to joining IABC 4-7 June in Toronto for this exceptional event, and I hope you will be a part of it.

Make sure that you secure your [registration](https://wc.iabc.com/attend/conference-registration) so that we can connect this June.

Sincerely,

[**Your Name**]

**Sample Social Media Posts**

Use these customizable social media posts to share the 2023 IABC World Conference with your personal and professional network. Don’t forget to use #IABC23 and tag IABC when you post!

**Sample One**

Join me 4-7 June for #IABC23 to network, learn and explore with dozens of global speakers and hundreds of fellow #comms professionals. Register here: <https://wc.iabc.com/>.

**Sample Two**

Communication can deepen: relationships, purpose, impact, curiosity. Come see how your communication can have a tremendous effect on those around you at #IABC23 this June in Toronto! Register to attend as we all come together to learn. Will I see you there? <https://wc.iabc.com/>

**Sample Three**

I am so excited to be in attendance at #IABC23, happening 4-7 June! With dozens of global speakers and access to a network of hundreds of #comms professionals, you won’t want to miss this. Register here: <https://wc.iabc.com/>

**Sample Four**

I’m looking forward to connecting with fellow #comms pros this June at #IABC23. Join me for a reimagined program, with more dialogue-focused experiences, new session formats, and content tailored to the different stages of a communications career. Learn more and register: <https://wc.iabc.com/>.

**Calendar, Newsletter and Bulletin Board Event Description**

Use this event description to share via calendar event, newsletter or digital bulletin board.

**2023 IABC World Conference**

The 2023 IABC World Conference returns this 4-7 June in Toronto, Canada. IABC is excited to shake things up: You can expect new session formats, including interactive workshops, fishbowls and more. Plus, there will be more dialogue-focused experiences, allowing you to forge true connections with peers, and content curated to fit the various stages of your career.

With dozens of global speakers covering today’s pressing topics, you can expect a diverse education experience from peers within the field.

Plus, while enhancing your communications skillset, you can also develop professionally by networking and forming connections with other attendees and companies.

Learn more and register today at <https://wc.iabc.com/>.

**Email Signature**

Add the below copy and graphic to your email signature to help spread the word of the conference. Don’t forget to hyperlink the image.

*Join me at the* [*2023 IABC World Conference*](https://wc.iabc.com/)*, happening in Toronto, 4-7 June!*

[](https://www.iabc.com/world-conference-2021/)

**Event Graphics**

Save the below graphics to help promote the conference in emails or on social media.

**SOCIAL:**



**EMAIL:**

