



IABC World Conference 2023 Region Promotions Checklist

Complete the following actions to help spread the word of the IABC World Conference 2023, and receive onsite recognition in Toronto! The top two regions who have completed all the below tasks, plus received the most points in our [Race to Registration](#) Region Contest, will win additional prizes.

- Add information regarding the World Conference 2023 **front and center** on your region's website home page. It should be easily accessible to anyone who visits your website.
 - **Deadline:** 24 March
- Send **emails** to your Members at Large in your Region, encouraging them to attend World Conference, and ask the Chapters in your Region to promote the event. Find sample email language in our marketing kits [here](#). Please send a photo or attachment to prove this outreach via email to member_relations@iabc.com with the subject line "IABC Race to Register Region Outreach".
 - **Deadline:** 31 March
- Post about the World Conference at least **five times** between now and 7 April across various social media platforms, such as Twitter, LinkedIn, Facebook and Instagram. Please include a link to the World Conference website. <https://wc.iabc.com/>
 - **Deadline:** 7 April