

Media Toolkit: Session Chairs & Speakers



SCDM 2018 ANNUAL
CONFERENCE
SEPTEMBER 23-26 | SEATTLE-BELLEVUE
EXPERIENCE, INSPIRE, ADVANCE



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How to promote your participation at #SCDM2018

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

Experience. Inspire. Advance

The SCDM Annual Conference is the world's largest Clinical Data Management Conference, offering unrivalled opportunities to **experience** cutting-edge solutions and practices in the CDM industry. From September 23-26, in Seattle-Bellevue (Washington, USA), SCDM's goal is to **inspire** the healthcare sector, **advancing** our community's global ambitions.

100-word description

Experience. Inspire. Advance

The SCDM Annual Conference is the world's largest Clinical Data Management Conference, offering participants unrivalled opportunities to **experience** cutting-edge CDM solutions and best practices. From September 23-26, in Seattle-Bellevue (Washington, USA), SCDM 2018 Annual Conference's aim is to share our passion for CDM with all participants, inspiring them to bring a new perspective to their careers.

With a unique program of keynote speakers, interactive sessions and networking events, the SCDM 2018 Annual Conference is a unique forum for the healthcare industry.

The conference's objective is to **inspire** the healthcare sector, **advancing** our community's goals worldwide.



SCDM 2018 Annual Conference September 23-26 | Seattle-Bellevue, WA

LOGO (in PNG format)

Download the logo [here](#):



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 #SCDM2018

The event will be using the hashtag **#SCDM2018** 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 **#SCDM2018** on the specific social media network you are using – showing the volume of discussion, updates and all of the great conversations and events happening around you.

QUESTIONS?

John McCarrick
Communications & Marketing Manager

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LINKEDIN

Post a note on your profile:

I will be chairing a session / speaking about [insert title/topic] at the SCDM 2018 Annual Conference in Seattle-Bellevue this September. Do attend my session if you are interested in [insert a compelling message from your session / presentation].

#SCDM2018

You can learn more at www.scdm2018.org

Start a discussion in your groups

I will be chairing a session / speaking at the SCDM 2018 Annual Conference, in Seattle-Bellevue this September. My topic is [insert title, or shorter description]. I hope to see you there! #SCDM2018 www.scdm2018.org

Query interest or ask for input in related LinkedIn groups:

During the SCDM 2018 Annual Conference, I will be chairing a session / speaking about [insert topic]. What would you like to learn? Share your interest in the comments section below.

#SCDM2018

www.scdm2018.org

FACEBOOK

I will be covering the topic [Insert topic] at the SCDM 2018 Annual Conference, a must-attend event for healthcare leaders. September 23-26, 2018. Learn more at www.scdm2018.org



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TWITTER

I am excited to be chairing a session / speaking at #SCDM2018! @SCDM_DataDriven www.scdm2018.org

*Interested in [insert topic]? Attend my #SCDM2018 session in September in Seattle-Bellevue.
@SCDM_DataDriven www.scdm2018.org*

*I am planning my #SCDM2018 session – what do you want to know about [insert topic]?
@SCDM_DataDriven www.scdm2018.org*

BANNERS

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

Download Twitter Banner [here](#):



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Download Facebook Banner [here](#)



Download LinkedIn Banner [here](#)



Download Twitter Banner [here](#)



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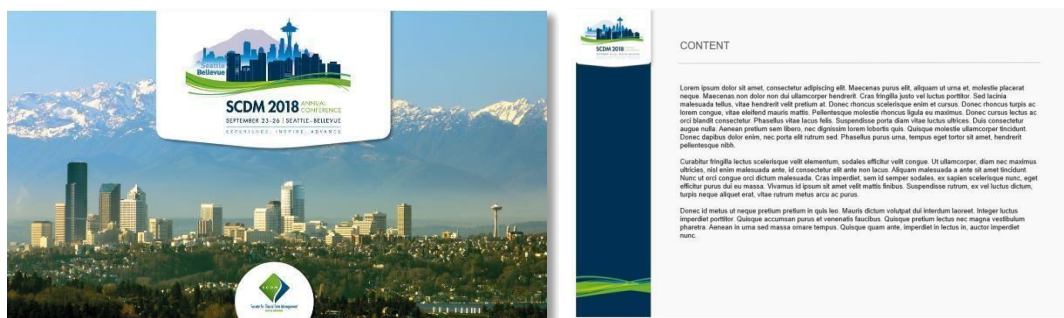
SIGNATURE BLOCK

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](#):



POWERPOINT PRESENTATION TEMPLATE

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



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