**Alliance Experience   
Board Member Marketing Kit**

**Web-based Communications**

Please use the following language when posting Alliance Experience information to your website:

The Alliance Experience

Connect with the Alliance CPD community and gain the latest insights into the profession in an all new, flexible format. Join us at **[Insert Virtual Alliance Annual Conference or Alliance Connect]** and don’t miss these other Alliance Experience events:

* Virtual Alliance Annual Conference   
  January 12-15, 2021
* Alliance Learning Labs   
  February-April 2021
* Alliance Connect   
  July 13-16, 2021 | Orlando, Florida

[Learn more](http://www.acehp.org/p/cm/ld/fid=570) about the Alliance Experience and [register today](http://www.acehp.org/p/cm/ld/fid=429)!

**Email Signature (Outlook)**

1. Save the Alliance Experience image to your desktop.
2. Open a new email.
3. Select the “Message” tab (the second tab at the top of the email).
4. Click the “Signatures” button.
5. Select “Signatures.”
6. Select the signature you wish to edit.
7. Click the “image” button on the far right and select the annual conference logo image that you saved to your desktop.
8. The image should now be a part of your email signature and you can adjust its size to your preference.
9. Once you have adjusted the size of the image, select the “hyperlink” button. Please hyperlink to here: http://bit.ly/ANNHomepage. This button will be an image of a chain/link.



To save this image, right click and select “save as picture” and save the file to your desktop so it is easily accessible.

**Email Promotional Message**

SUBJECT: We’re Exhibiting at **[Insert Virtual Alliance Annual Conference or Alliance Connect]**

BODY:

**[Insert company name]** is excited to be exhibiting during the Alliance Experience! Connect with us during **[Insert Virtual Alliance Annual Conference or Alliance Connect]** and ensure you are equipped with valuable tools and best practices you can bring back to your facility. Tailored to the needs of continuing healthcare education professionals across the spectrum of organizational settings, the Alliance Experience is series of components you won’t want to miss! At the **[Insert Virtual Alliance Annual Conference or Alliance Connect]** **[insert company name]** will be featuring **[insert product/service you will be showcasing and description]…**

[Learn more](http://bit.ly/2dcEHpr) about the annual conference [register](http://bit.ly/ANNRegistration) today to attend the premier event for the CEhp community.

Sincerely,

Enter Name

**Social Media**

Promote the Alliance Experience by posting one of the customizable messages below to the social media outlets you use. Be sure to link the Alliance Experience homepage in all posts. The Alliance will be posting about the Alliance Experience before, during and after the experience has ended. Like our page on [Facebook](https://www.facebook.com/AllianceforCEhp), follow us on [Twitter](https://twitter.com/alliance4cehp) and request to join our [LinkedIn group](https://www.linkedin.com/groups/2898297/) for more!

Social Media Tips:

* Generally, posts on social networks should be kept to fewer than 140 characters, including hyperlinks, hashtags, and pictures.
* Add the annual conference hashtag, #AllianceExperience, to posts to generate more views.
* Consider posting on social networks at high-trafficked times during the week to maximize your exposure. The optimal time to post is between 1 and 3 pm, Monday through Thursday.

Social Media Post Examples:

* Join me in [insert booth number] at @alliance4cehp **[Insert Virtual Alliance Annual Conference or Alliance Connect]**! This all-encompassing healthcare CPD focused experience will culminate in an opportunity for the CPD community to connect in-person in July 2021! Register now! #AllianceExperience <http://bit.ly/AllianceExperience>
* Registration for the Alliance Experience is now open! Gain the CPD education you need, in an all new, flexible format. Visit our booth during @alliance4cehp **[Insert Virtual Alliance Annual Conference or Alliance Connect]** #AllianceExperience <http://bit.ly/AllianceExperience>
* Will you be attending the @alliance4cehp Alliance Experience? Join us in **[Insert booth number]** #AllianceExperience <http://bit.ly/AllianceExperience>