

How to use Veterinary Visionaries' Marketing in a Box

Thanks for accessing the Veterinary Visionaries Spring Solving Event Marketing in a Box toolkit.

This toolkit contains everything you need to promote the event to your members, staff, and students. It contains:

- Calendar of suggested content distribution dates
- Email copy and images
- Article (for your email/print newsletter and website)
- Digital “Ads” (for print or digital use on your website, emails, and/or social)
- Press release (you can post this on your website and/or send it to local media)
- Website copy and images
- Poster options and fliers (print out for your breakroom or counters)
- Text message copy (for SMS systems)
- Social media posts - copy and images

Please note that more content will be added to the toolkit as the event gets underway and once the winning ideas are selected. We'll let you know when to check back to download more materials.

You can use these materials in a couple of ways.

First, you can download all the available content and schedule everything in advance, according to the calendar dates. Or you can download content by the week and publish it that way.

We know it may not be practical for you to use all these assets, but please use as many as you can. Integrate our email copy into your email newsletters, pump up your social media efforts with the post content we provide, run the “ads” in your journal, and post the article as a blog on your website.

Let's make some noise about this event and get your stakeholders registered! And remember, **somebody's big idea is going to change our world and earn them a pile of cash!**

If you have questions about any of these materials, please contact Karen Meyer by emailing karen.meyer@aaha.org or calling at 303.916.0016.

Many thanks for all of your efforts!

- Your Veterinary Visionaires marketing team

Quick reference links:

bit.ly/3iBuAPb (veterinaryvisionaries.org)

bit.ly/36o1gtd (IdeaScale - landing page)

bit.ly/3tFqADR (IdeaScale - about page)

bit.ly/381QaKM (IdeaScale - ideas page)

bit.ly/3usXGFZ (IdeaScale - FAQ page)

bit.ly/3r5wTi1 (YouTube "plea" video)