A poster with a face and text

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**SGNA 51st Annual Course – Speaker Marketing Kit**

Ensure a successful session by helping SGNA build excitement around the 51st Annual Course. The following is sample copy you can share via email, on your website, in your email signature, with your social media networks and more to help induce excitement around your participation at SGNA’s annual conference. As a speaker at this year’s event, you have an opportunity to influence your peers and colleagues and encourage them to attend. We appreciate your help as we work to make this the best conference yet!

**Promotional Email**

**[Subject]**

Join Me at SGNA’s 51st Annual Course

**[Body]**

Dear [Recipient Name],

I’m excited to share with you that I will be speaking at [SGNA’s 51st Annual Course](https://annualcourse.sgna.org/) , taking place May 9-11 in Louisville, KY. I will be presenting [presentation title] on [date/time].

My session will cover:

* [Learning objective 1]
* [Learning objective 2]
* [Learning objective 3]

At the 51st Annual Course, attendees can choose from more than 40+ expert-led sessions (one of them being my own!), a selection of pre-conference events and more. Plus, you’re sure to pick up best practices from the conversations you have with the person sitting next to you during an education session or lunch break. The opportunities to learn are limitless!

Don’t miss the opportunity to network with like-minded professionals at the Annual Course as attendees will have the chance to connect in the interactive Exhibit Hall, during networking sessions and more.

There is plenty of educational information available, plus a [customizable justification letter](https://annualcourse.sgna.org/Portals/0/2024%20SGNA_JustificationWorksheet_Final.docx) you can use to gain approval from your organization to attend. Be sure to secure your registration before March 18, 2024 and [hotel room](https://annualcourse.sgna.org/Hotel-Travel) before Thursday, April 11, 2024 to receive the best rates.

I hope to see you in Louisville!

Best wishes,

[Email Signature]

**Email Signature**

Increase awareness of your participation at the 51st Annual Course with your network of contacts by adding event information to your email signature. You may also choose to add the 51st Annual Course web banner below and hyperlink to <https://annualcourse.sgna.org>.

**Name**

Title | Organization Name

Address 1, Address 2 | City, State Zip

P: +1.XXX.XXX.XXXX | E: e-mail@e-mail.com

Join me as I present at [SGNA’s 51st Annual Course](https://annualcourse.sgna.org/) , taking place May 9-11 in Louisville, KY.

**Web Banner**

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Post the above web banner to a high-profile page on your corporate website, blog, social media profile pages and email communications. Link the banner here:

<https://annualcourse.sgna.org/>

**Event Listing**

Promote your participation at the conference by posting an event listing that highlights your presentation in your department or organization’s website or newsletter.

SGNA’s 51st Annual Course

May 9-11

The Kentucky International Convention Center

221 S 4th St

Louisville, KY 40202

***Join Me at SGNA’s 51st Annual Course!***

SGNA’s 51st Annual Course is *the* place to be for industry leaders. From focused educational sessions, insights from colleagues and product service highlights, the Annual Course will take your education and social connections to the next level. SGNA gives you the tools and knowledge base you need to bring value to your job and patients every single day to accelerate our impact in the specialty. Join me as I speak on [presentation title].

[Register by March 18](https://sgna.users.membersuite.com/events/8070daaa-0078-cee8-2755-0b45d8b52a82/details) to maximize your savings!

**Sample Social Media Posts (please tag SGNA on** [**Facebook**](https://www.facebook.com/SGNAOnline)**,** [**LinkedIn**](https://www.linkedin.com/company/society-of-gastroenterology-nurses-and-associates/)**, or** [**X**](https://twitter.com/SGNAOnline)**)**



**Facebook/LinkedIn:**

* Have plans for this spring? I hope you’ll consider attending SGNA’s 51st Annual Course, taking place May 9-11 in Louisville. I’m speaking on [presentation title] and hope you’ll join me! <https://annualcourse.sgna.org>
* Renowned industry leaders, focused educational sessions, insights from colleagues and product service highlights await you at SGNA’s 51st Annual Course, taking place May 9-11 in Louisville, including my presentation on [presentation title]. Learn more and secure your spot today: <https://annualcourse.sgna.org>

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**X (Formerly Twitter):**

* Join me at #SGNA51! I'll be speaking on [XXX]. See you in Louisville! <https://annualcourse.sgna.org>
* Searching for a conference that will leave you energized and give you the knowledge base you need to bring value to your job and patients every single day? Join me at #SGNA51, where I’ll be presenting on [XXX]! <https://annualcourse.sgna.org>

**Sample Image for Social Media Posts**

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