DIA 2019

GLOBAL ANNUAL MEETING
SAN DIEGO | JUNE 23-27

DIA **Social Starter Kit**
DIA 2019 Global Annual Meeting

As a key contributor to the *DIA 2019 Global Annual Meeting*, your experience and leadership is essential to the success of the conference. Your influence can be a catalyst for making DIA rise to the top of the industry's 'must-attend' list.

Social media, like most relationships, must be an ongoing effort. Improving DIA's social media presence means consistent efforts before, during, and after each of our events!

Remember, some of the most interesting, valuable, and educational moments occur outside of sessions through great conversations, both online and face-to-face.

We encourage you to amplify your *DIA 2019 Global Annual Meeting* experience by promoting your participation, sharing insight, and networking through social media using **#DIA2019**.

A few steps on how you can help spread the word about your participation and the meeting:

- **Beforehand:** Talk to Your Network
- **During:** Engage in Conversation
- **After:** Continue the Conversation
- **What to Post:** Some Shareable Suggestions

Beforehand:
Talk to Your Network

- Use your Speaker badge
  - Add it to your email signature
  - Post it on your social media channels and professional community sites
  - Link it to the DIA 2019 Global Annual Meeting event site:
    http://ow.ly/Mh3Y50qDeIx
- Post the meeting details to your company's event calendar
  - Share event details and link to
    http://ow.ly/n1y350qDfkz
  - Upload a banner to your website, your blog, and all your social channels and link to
    http://ow.ly/n1y350qDfkz
- Start the conversation
  - Reach out to attendees, fellow speakers, and prospective attendees to understand their interests and what they hope to get out of the meeting
  - Showcase what you will be presenting
  - Share key insights about the subject matter
  - Write a LinkedIn Pulse article, blog post, or teaser about your presentation

During:
Engage in Conversation

- Post photos and videos
- Like, share, and repost your colleagues' and attendees' social posts
- Share what you have learned or key takeaways from different sessions
- Encourage your audience to live-tweet the meeting and share questions and experiences
- Pose your own questions and answer those asked by attendees
- Share testimonials
- Discuss the other sessions and events during the meeting, including Content Hubs, Engage and Exchange, Community Rounds, and opportunities to enjoy San Diego, CA
- Poll the audience and ask questions such as:
  - What have been your favorite sessions?
  - What are you learning?
  - What do you want to learn more about?
- Encourage others to engage in social sharing even during the meeting by
  - Sharing their own photos, insights, and key takeaways
  - Using the hashtag **#DIA2019**
  - Use the hashtag **#MoreThanAMeeting** to get on our Social Wall

After:
Continue the Conversation

- Tell a story with social media
- Write a LinkedIn Pulse article or blog post about your presentation and other meeting highlights
  - You can also submit to
    Michelle.Rovner@DIAglobal.org
- Consider submitting an article regarding your presentation to one of DIA's publications
  - *Global Forum*
  - *Therapeutic Innovation & Regulatory Science (TIRS)*
- Tweet all of your favorite images from the meeting
- Send out a "thank you" to all those who participated
- Share a personal testimonial about what it means to participate in DIA events
  - You can also submit to
    Michelle.Rovner@DIAglobal.org
- Ask attendees about what they learned and how they can apply the new information to their jobs
- Share Teasers: What else might your audience find interesting?
- Share other events at which you will be attending
- Direct the audience to other DIA offerings that that may be of interest to them
- Send out details and dates for next year's event
- Fill out our meeting survey sent via email to let us know what you thought
- Submit a review of the conference or DIA as a whole on Google Reviews
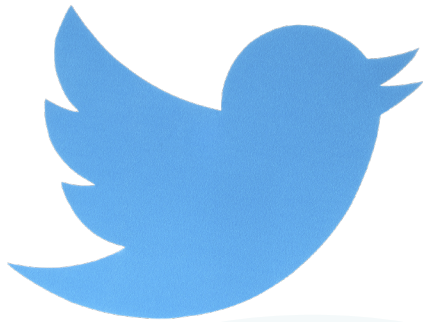
What to Post:
Some Suggestions

- I'll be speaking about [insert topic here] at the DIA 2019 Global Annual Meeting, June 23-27 in San Diego! **#DIA2019** Hope you'll join me. *http://ow.ly/MWPi50qDfIF*

- **#DIA2019** is more than just a meeting: it's where life sciences professionals from around the globe come together to discuss current challenges in the field and come up with solutions to overcome them. It's where change happens. Join me and tag a friend you want to see there with you! *http://ow.ly/MWPi50qDfIF*

- Looking for in-depth learning, while also having the opportunity to enjoy sunny skies? Join more than 7,000 of your peers and colleagues at **#DIA2019** in San Diego this June. Nowhere else will you discover new insights to enhance your current skills, create new ones, and ultimately advance your career. This is your one-time opportunity in 2019 to have all your burning questions answered and bring back the wealth of knowledge learned to your day-to-day functions. *http://ow.ly/MWPi50qDfIF*

- 250+ sessions. 13 educational tracks. 8 learning formats. Endless opportunities. Check out our program and start to plan out your days in sunny San Diego! *http://ow.ly/MWPi50qDfIF*

- Excited to announce the Keynote Speaker for **#DIA2019**: Gary H. Gibbons, MD, Director, National Heart, Lung, and Blood Institute (NHLBI), NIH! *http://ow.ly/MWPi50qDfIF*

- Just Announced! The **#DIA2019** Honorary Co-Chairs will be Professor Guido Rasi, MD, Executive Director, EMA, EU, and Joanne Waldstreicher, MD, Chief Medical Officer, Johnson & Johnson! *http://ow.ly/MWPi50qDfIF*

- DIA makes creating your **#DIA2019** agenda a breeze by placing each of the 250+ sessions into one of 13 educational tracks. From regulatory and patient engagement to medical affairs and professional development, there's a track for you! You can also mix and match sessions from different tracks to create a schedule that works best for your interests. Get started today: *http://ow.ly/MWPi50qDfIF*

- Looking for a more intimate learning experience to warm you up before **#DIA2019** kicks off? Join your peers at one of the many half- and full-day short courses! With a wide range of key topics, you're sure to find the best fit for your needs. Register for two half-day or one full-day course and receive $100 off your meeting registration! *http://ow.ly/9zAM50qDkPS*

- **#DIA2019** will offer an array of learning formats to diversify and customize your experience in an effort to maximize your time. From observing conversations to diving into problem-solving mode, your learning styles are covered! Learning formats include short courses, round table discussions, content hubs, DIAmond sessions, and more. *http://ow.ly/MWPi50qDfIF*

- Get a sneak peek at the DIA 2019 Global Annual Meeting offerings with the Preliminary Program! Download the program for a preview of the keynote, honorary co-chairs, tracks, and more: *http://ow.ly/zkqz50qDlYL*

- Join thousands of stakeholders from across the world to share knowledge and generate insights across boundaries, enabling innovation in healthcare product development and lifecycle management. **#DIA2019** *http://ow.ly/MWPi50qDfIF*

- **#DIA2019** is a can't-miss event that hosts 7,000+ life sciences professionals all under one roof to engage through more than 250 sessions over 13 educational tracks, in addition to multiple networking events. Explore the event and all it has to offer today: *http://ow.ly/MWPi50qDfIF*

- What is **#DIA2019**? It's the largest, and longest running life sciences event globally! It's where brilliant minds come together to engage in discussions on today's hottest topics and team together to find solutions to the biggest challenges we face while trying to better patient lives. Check out the recently released schedule to see why you can't afford to miss this event: *http://ow.ly/MWPi50qDfIF*

Here's a shortcut link just for you. Use when sharing on Linkedin.

http://ow.ly/MWPi50qDfIF

What to Post:
Some Suggestions

- Looking forward to speaking about [insert topic here] @DrugInfoAssn **#DIA2019**, June 23-27 in San Diego! Join me? *http://ow.ly/BqtS50qDfVZ*

- In-depth learning and the chance to enjoy sunny skies? Join 7,000+ of your peers & colleagues at **#DIA2019** in San Diego this June. Nowhere else will you discover new insights to enhance your current skills, create new ones & advance your career. *http://ow.ly/BqtS50qDfVZ*

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- Looking to connect with other influencers and thought leaders at **#DIA2019** during and after the meeting? Register by May 10 to get your name on our exclusive Attendee List that only participants will have access to! *http://ow.ly/BqtS50qDfVZ*

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- Looking to travel and learn at the same time? Join professionals from around the globe in life sciences as they convene in San Diego for **#DIA2019**, June 23-27! See what they'll be talking about: *http://ow.ly/BqtS50qDfVZ*

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- I'll be speaking about [insert topic here] at DIA 2019 Global Annual Meeting, June 23-27 in San Diego! #DIA2019 Hope you'll join me. *http://ow.ly/CrLS50qDgkD*

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Social Media Images for DIA 2019

1. Click the image links below
2. Save images to your computer
3. Insert into your social media posts

Image links for Downloading/Saving/Adding to Social Media Posts

- Endless Opportunities
- DIA by the Numbers
- I'm Most Excited For
- Learning Created for You
- Discover a New Way to Learn

- Don't Miss Out
- Honorary Chairs
- Speakers Badge

Whether you Tweet it, like it, or post it, we want you to experience it, enjoy it, and share it! Don't forget to use **#DIA2019**!

DIA will be socializing, too!

We'll be posting important news, live updates, and photos on DIA's social media channels throughout the event! Be sure to follow @DrugInfoAssn on Twitter and the hashtag **#DIA2019**.

DIA **Social Starter Kit**
DIA 2019 Global Annual Meeting

Connect with us on all channels!

Follow us on Twitter *@DrugInfoAssn*

Follow and Connect with us on *LinkedIn*

Like us on *Facebook*

Follow us on *Instagram*

Subscribe to our YouTube Channel