2022 Conference Marketing Toolkit

HOW TO GET STARTED

Follow the Conference on our social channels and join the conversation.

- Facebook - https://www.facebook.com/ATTAChOrg/
  Twitter - https://twitter.com/ATTAChorg?lang=en
  Instagram - https://www.instagram.com/attach_org/
  LinkedIn - https://www.linkedin.com/company/attachorg/
  YouTube - https://www.youtube.com/channel/UCWRucqnNSa338zMUohfktlA

- Use the conference hashtag **#ATTAChCALICon22** in all your posts so we can easily find and share them
- Tag @attachorg and on IG only @attach_org in all your posts so they appear in our accounts.
- Share the event website link (**https://attach.org/2022-conference/**) in your posts and encourage your colleagues/followers to book their hotel and conference registration at **https://attach.org/2022-conference/**

BEFORE THE CONFERENCE: It's never too early to start promoting your participation!

- Post about your participation on your social channels.
- Post related content to generate interest and to position your organization as leaders in the industry.
- Share videos, articles, research, statistics, infographics, etc.
- Share ATTACh's Conference posts promoting the event – find them by searching the hashtag **#ATTAChCALICon22**

DURING THE CONFERENCE: Post your thoughts and experiences from the event.

- Follow the **#ATTAChCALICon22** hashtag on social media to see what other attendees are saying and to join the conversation.
- Post quotes from speakers or your thoughts on their presentations.
- Share a photo of you watching the conference or at the conference.

AFTER THE CONFERENCE: Reinforce your organization's position as an industry leader.

- Post your key takeaways from the event.
- Which presentation did you enjoy the most at **#ATTAChCALICon22** and why?
- How will you apply what you learned at **#ATTAChCALICon22** in your work as an industry leader?
- Connect with other attendees and build your professional network.

Links/Letters/Script Shortcuts

- **Main Conference Page - https://attach.org/2022-conference/**
- **Conference Registration - https://attach.regfox.com/attach-2022-conference**
- **ATTACh Membership - https://attach.org/membership/**
- **Hotel Registration - https://book.passkey.com/event/50258450/owner/3718/home**
- **Parent Scholarship: General - https://tinyurl.com/ParentScholarship22**
- **CALIFORNIA Parent Scholarship - https://attach.org/california-parent-conference-scholarship-2022/**
- **Conference Program - https://attach.org/2022-conference-program/**
- **Sponsorship Info - https://attach.org/2022-conference-sponsor/**
- **Program Ad Info - https://attach.org/2022-conference-program-ads/**
- **Exhibit Info - https://attach.org/2022-conference-exhibits/**
- **Contact Us - https://attach.org/contact/**
- **Solicitation Letters (3) - https://attach.org/conference-letters-2022/**

  #1: SOLICITATION LETTER (SPONSOR, ADVERTISER OR SCHOLARSHIP PROVIDER)
  #2: INVITATION LETTER (ORGANIZATIONS/AGENCIES)
  #3: INVITATION LETTER (PARENTS/CAREGIVERS)

- **Video Script** (1 minute video)
  Hi, I'm _____ with _____and I'm excited to invite you to Catch the Wave of Hope and Healing. Join me at the ATTACh 34th Annual Childhood Trauma and Attachment Conference in Anaheim, California, September 29th – October 1st.

  Include your own reason(s) this conference is important and why professionals, parents, and/or youth/young people should attend.

  To learn more about the conference and how you can attend, visit the 2022 Conference link on the ATTACh website www.attach.org.

Drop in Message for Newsletters/Blogs - https://attach.org/conference-newsletter-drop-in-message-2022/

ATTACh eNewsletters - https://attach.org/e-newsletters/

- May 2022 - https://attach.dm.networkforgood.com/emails/enews-may-2022
- March 2022 - https://tinyurl.com/eNewsMarch2022

Upcoming Parent and Professional Trainings - https://attach.org/training/

Social Media Messages/Graphics

Conference Social Media Hashtags - #ATTAChCALICon22 #teachingtheworldtoheal

Conference Social Media Posts - See sample messages below. You may edit and/or create your own! Copy and share them with your social media networks to help promote the conference.

- JOIN ME: ATTACh 34th Annual Childhood Trauma and Attachment Conference in Anaheim, CA, Sept 29 – Oct 1.! I'm excited to attend a session with keynote speaker Ruth Lanius, MD, PhD @WesternUniversity Learn more & register: https://attach.org/2022-conference/ #ATTAChCALICon22

- Catch The Wave Of Hope And Healing is right around the corner! Join me for the ATTACh 34th Annual Childhood Trauma and Attachment Conference in Anaheim, CA, Sept 29 – Oct 1. Advance your knowledge & understanding. discover expert trainers, speakers + strategic partners, find support. Explore the event: https://attach.org/2022-conference-program/ #ATTAChCALICon22

- We are excited to Be A sponsor at the ATTACh 34th Annual Childhood Trauma and Attachment Conference in Anaheim, CA, Sept 29 – Oct 1. grab your spot here: https://attach.org/2022-conference/ #ATTAChCALICon22

- We look forward to attending 34th Annual Childhood Trauma and Attachment Conference in Anaheim, CA, Sept 29 – Oct 1. Will you join us? https://attach.org/2022-conference/ #ATTAChCALICon22

- Join us for three days (Sept 29 – Oct 1) of networking, presentations, conversation and discussion about healing childhood trauma and attachment in children of every age. This year, the 34th Annual Childhood Trauma and Attachment Conference includes a Youth Track - https://attach.org/2022-conference/ #ATTAChCALICon22

- Don't miss this opportunity to hear the latest research, trends, and strategies at the 34th Annual Childhood Trauma and Attachment Conference. https://attach.org/2022-conference/ #ATTAChCALICon22

- Check out the world-class keynote speaker lineup, expert-led training workshops and networking gatherings then purchase your online registration today: https://attach.org/2022-conference-program/ #ATTAChCALICon22

Email Signature Logo & Link

(To download, select image. Right click and select "Save Image As" to save a copy in your files. Images are resizable.)

2022 Conference Link: https://attach.org/2022-conference/

Logos and Flyer

(To download, select image. Right click and select "Save Image As" to save a copy in your files. Images are resizable.)

34th Annual
Childhood Trauma
and Attachment
Conference

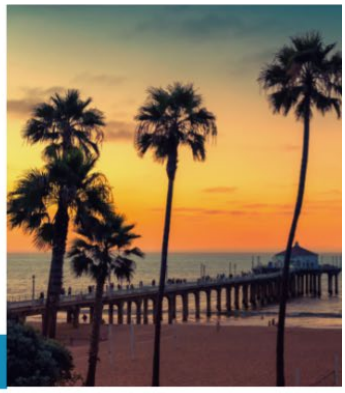
Catch the Wave
of Hope and Healing

34th Annual
CHILDHOOD TRAUMA AND ATTACHMENT CONFERENCE

SEPTEMBER 29 - OCTOBER 1, 2022

HILTON ANAHEIM HOTEL | ANAHEIM, CA

Registration Is Now Open



34th Annual Childhood Trauma and Attachment Conference

Catch the Wave

OF HOPE AND HEALING

Registration Open!

34th Annual

ATTACh CHILDHOOD TRAUMA AND ATTACHMENT CONFERENCE

SEPTEMBER 29 - OCTOBER 1, 2022

HILTON ANAHEIM HOTEL

ANAHEIM, CALIFORNIA

For Details, Scan QR Code or Visit Link:

www.attach.org/2022-conference

Host: Association for Training on Trauma and Attachment in Children

Contact: info@attach.org