



DIA 2018

GLOBAL ANNUAL MEETING
BOSTON | JUNE 24-28

DIA **Social Starter Kit**
2018 Global Annual Meeting

As a part of the *DIA 2018 Global Annual Meeting*, your experience and leadership is essential to this meeting's success. 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 in person.

We encourage you to amplify your *DIA 2018 Global Annual Meeting* experience by promoting your participation, sharing insight, and networking through social media using **#DIA2018**.

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



Before: 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 2018 Global Annual Meeting* event site:
<http://ow.ly/IQ2r30jbWdK>
- Post the meeting details to your company's event calendar
 - Share meeting details and link to
<http://ow.ly/IQ2r30jbWdK>
 - Upload a banner to your website, your blog, and all your social channels and link to:
<http://ow.ly/IQ2r30jbWdK>
- 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 to share questions and experiences
- Pose your own questions and answer those asked by attendees
- Share testimonials
- Discuss the other sessions and events at the meeting such as round table discussions and opportunities to enjoy Boston
- 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
 - Checking in on Facebook
 - Using the hashtag **#DIA2018!**




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 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 they may be of interest
 - Send out details and dates for next year's event



What to Post: Some Suggestions

These are suggested posts for your use on the different social media platforms. Feel free to share any of the below posts to the platform you prefer.

- I'm speaking at the DIA 2018 Global Annual Meeting in Boston, June 24-28. Will you join me? <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Everyone passionate about working at the global intersection of science, healthcare, and regulation come together at DIA. No barriers, just dialogue among thought leaders and regulators who may not otherwise connect. Join us! <http://ow.ly/IQ2r30jbWdK> #DIA2018
- I'm attending the DIA 2018 Global Annual Meeting in Boston, June 24-28. Will you join me? <http://ow.ly/IQ2r30jbWdK> #DIA2018
- DIA 2018 Global Annual Meeting Honorary Chairs Announced! <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Bringing thousands of biopharma researchers, developers, and regulators to Boston, June 24-28, to drive innovation from the lab to patients. Register today and join us in Boston! <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Did you know DIA 2018 is 'Patients Included'! Going beyond a Patient Engagement content stream, DIA ensures patients, patient caregivers, and patient representatives are included as program leaders, speakers, and attendees. Patient inclusion is central to the dialogue on fostering innovation for better health outcomes.  <http://ow.ly/IQ2r30jbWdK> #DIA2018
- As the largest, longest-running event in the life sciences industry, DIA 2018 is designed to foster the international exchange of actionable insights to improve health globally through the advancement of lifesaving medicines and technologies. <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Designed to drive insights into action, DIA 2018 connects key policy discussions to real-world knowledge helping to accelerate your career growth and your organization's performance in the development ecosystem. <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Join representatives from FDA, EMA, PMDA, Health Canada, and other regulatory experts at the DIA 2018 Global Annual Meeting as they provide global updates, insights, and discussions on current issues, opportunities, and challenges. <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Global Regulatory Changes and Impact on Global Development Strategies, Global Harmonization/Convergence and Impact on Drug Development, and Advances and Innovations to Improve the Practice of Regulatory Affairs are just some of the hot topics on tap at the DIA 2018 Global Annual Meeting. <http://ow.ly/IQ2r30jbWdK> #DIA2018
- The DIAMond sessions at the DIA 2018 Global Annual Meeting provide unique opportunities to engage with a variety of key stakeholders participating in open conversations on controversial topics. Take a look: <http://ow.ly/IQ2r30jbWdK> #DIA2018
- This year, @DrugInfoAssn will host 200+ sessions across 12 educational tracks, with even more attendee opportunities in the works! Match your preferred learning style with content that fulfills your interests to create the perfect meeting for you. Explore this year's program: <http://ow.ly/IQ2r30jbWdK> #DIA2018
- Exclusive and interactive DIAMond Sessions on topics including: the opioid crisis, the future of PharmaTech, patient engagement, international regulatory convergence, and a forum with the FDA. We have a packed program for @DrugInfoAssn's #DIA2018 Global Annual Meeting. Take a look: <http://ow.ly/IQ2r30jbWdK>
- #DIA2018 Global Annual Meeting program released! Join me and @DrugInfoAssn in Boston, June 24-28. <http://ow.ly/IQ2r30jbWdK>
- Dr. Nora Volkow, @NIH's Director of the National Institute on Drug Abuse (NIDA) announced as keynote speaker for @DrugInfoAssn's #DIA2018 Global Annual Meeting @NIDANews <http://ow.ly/IQ2r30jbWdK>
- #DIA2018 Keynote Speaker Announced! Nora D. Volkow, MD, Director, National Institute on Drug Abuse (NIDA), NIH. Register now and save! <http://ow.ly/IQ2r30jbWdK>



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 **#DIA2018!**

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 **#DIA2018.**

DIA Social Starter Kit
DIA 2018 Global Annual Meeting



- NETWORK
- internet
- connect



SHARE



Connect with us on all channels!

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