



DIA 2020

GLOBAL ANNUAL MEETING
WASHINGTON, DC | JUNE 14-18

SOCIAL STARTER KIT

#DIA2020



As a key contributor to the *DIA 2020 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 2020 Global Annual Meeting experience by promoting your participation, sharing insight, and networking through social media using .

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

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



Beforehand: Talk to Your Network

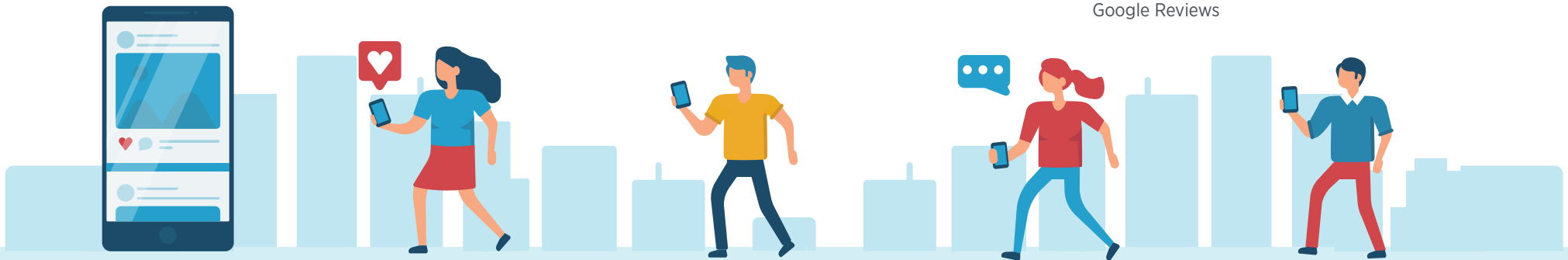
- Use your Speaker badge
 - Add it to your email signature
 - Post it on your social media channels and professional community sites
 - Link it to the DIA 2020 event site: <http://ow.ly/i1Xn50xZ0sG>
- Post the meeting details to your company's event calendar
 - Share event details and link to <http://ow.ly/55D250xZ0t5>
 - Upload a banner to your website, your blog, and all your social channels and link to: <http://ow.ly/55D250xZ0t5>
- 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 the exhibit hall, round table discussions, networking luncheons, and content hubs and opportunities to enjoy Washington, DC
- 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 **#DIA2020**

After: Continue the Conversation

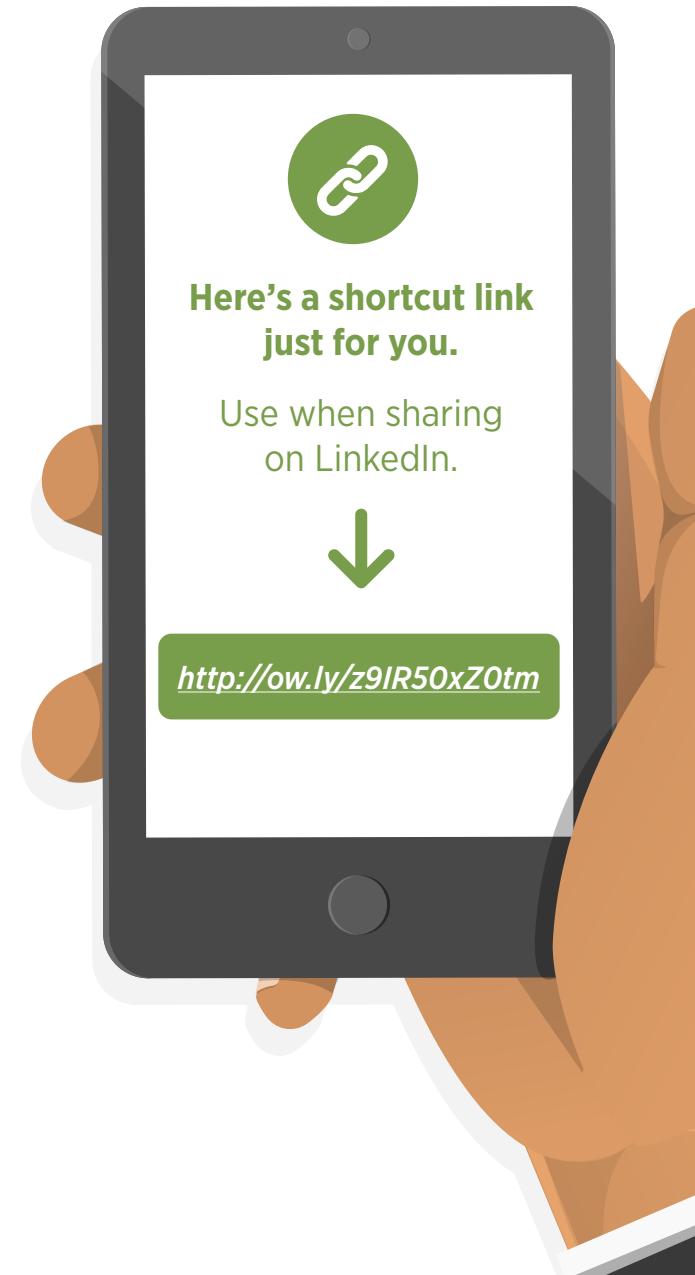
- Tell a story with social media
 - Write a LinkedIn Pulse article or blog post about your presentation and other meeting highlights
 - You can also submit to Michelle.Rovner@DIAglobal.org
- Consider submitting an article regarding your presentation to one of DIA's publications
 - [Global Forum](#)
 - [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 they may be of interest
 - Send out details and dates for next year's event
- Fill out our postconference survey during the meeting and sent via email to let us know what you thought
- Submit a review of the meeting or DIA as a whole on Google Reviews





What to Post: Some Suggestions

- I'll be speaking about [insert topic here] at the DIA 2020 Global Annual Meeting, June 14-18 in Washington, DC! **#DIA2020** Hope you'll join me. <http://ow.ly/z9IR50xZ0tm>
- The DIA 2020 Global Annual Meeting is more than just a meeting: it's where brilliant minds come together to create solutions and focus on the future of health. Discover how: <http://ow.ly/z9IR50xZ0tm>
- The DIA 2020 Global Annual Meeting is the premier place to learn in 2020. Through 250+ sessions over 13 unique educational tracks, you will have the opportunity to grow and learn more about your field, or dive deep into a new topic of interest to broaden your knowledge. Start mapping out your schedule today: <http://ow.ly/z9IR50xZ0tm>
- The DIA 2020 Global Annual Meeting is more than a meeting: it's an experience focused on the future of health. Spanning the life sciences spectrum, DIA 2020 will compile more than 250 sessions over 13 unique tracks with nine various learning formats, ensuring each attendee has the best learning opportunities. <http://ow.ly/z9IR50xZ0tm>
- DIA wants to help get you to **#DIA2020**, so we've drafted up a justification letter template to demonstrate to your employer how this opportunity will benefit you and your team and be a key factor in your professional development. Get started: <http://ow.ly/z9IR50xZ0tm>
- The DIA 2020 Global Annual Meeting is more than a meeting: it's an experience focused on the future of health. **#DIA2020** <http://ow.ly/z9IR50xZ0tm>
- We stand at the precipice of healthcare, looking out on the possibilities of extraordinary therapies and cures. To bring them to fruition, we must face complex, global, and interconnected challenges. Find out how at the DIA 2020 Global Annual Meeting in June. **#DIA2020** <http://ow.ly/z9IR50xZ0tm>
- The remarkable convergence of science, technology, and policy makes this a critical time of focus. The DIA 2020 Global Annual Meeting will take that focus and direct it at the opportunities for the future of healthcare. Get all the facts in Washington, DC, June 14-18. <http://ow.ly/z9IR50xZ0tm>
- Looking to take a deep dive into a learning experience before **#DIA2020** 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/z9IR50xZ0tm>
- What is **#DIA2020**? 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/z9IR50xZ0tm>
- Looking to connect with other influencers and thought leaders at **#DIA2020** during and after the meeting? Register by May 1 to get your name on our exclusive Attendee List that only participants will have access to! <http://ow.ly/z9IR50xZ0tm>
- Want in-depth learning while also having the opportunity to explore the nation's capital? Join more than 7,000 of your peers and colleagues at the DIA 2020 Global Annual Meeting in Washington, DC 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 2020 to have all your burning questions answered and bring back the wealth of knowledge learned to your day-to-day functions. <http://ow.ly/z9IR50xZ0tm>
- **#DIA2020** 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/z9IR50xZ0tm>
- This is the time. This is the place. This is the moment. **#DIA2020** <http://ow.ly/z9IR50xZ0tm>



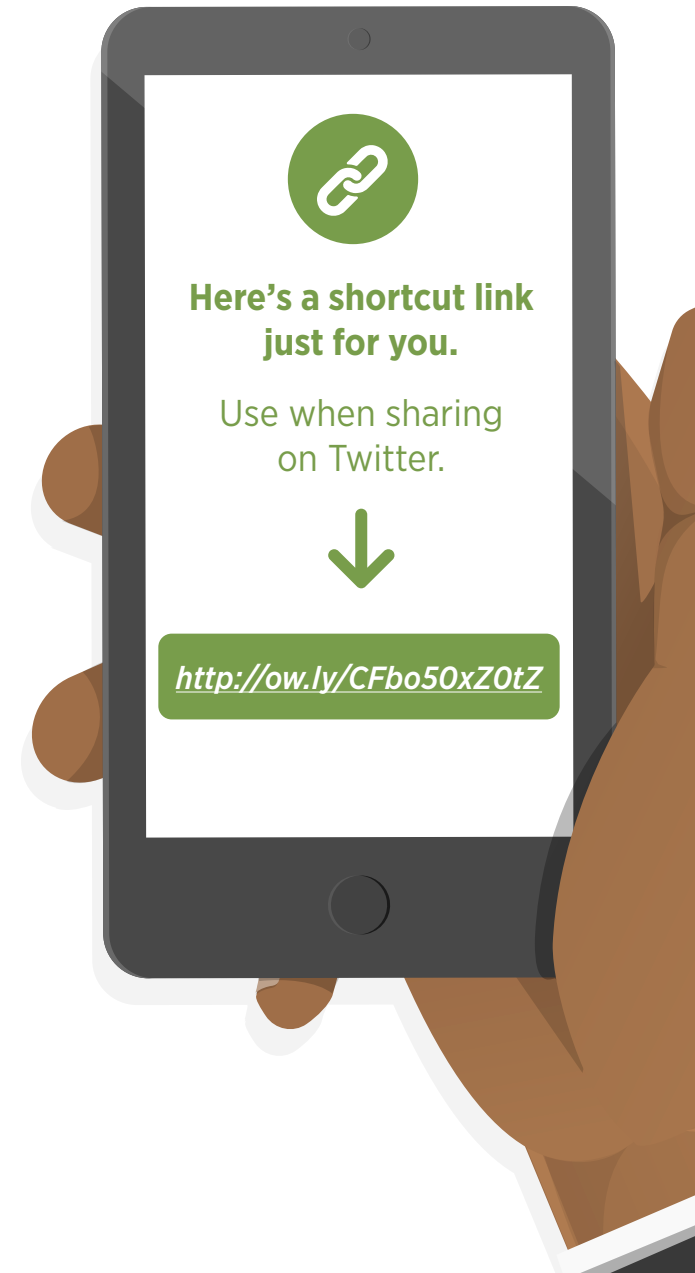
SOCIAL STARTER KIT

DIA 2020 Global Annual Meeting | #DIA2020 | DIAglobal.org/DIA2020



What to Post: Some Suggestions

- 👉 Looking forward to speaking about [insert topic here] @DrugInfoAssn **#DIA2020** June 14-18 in Washington, DC! Join me? <http://ow.ly/CFbo50xZ0tZ>
- 👉 **#DIA2020** is more than just a meeting: it's where brilliant minds come together to create solutions and focus on the future of health. Discover how: <http://ow.ly/CFbo50xZ0tZ>
- 👉 250+ sessions. 13 unique tracks. 9 learning formats. Endless opportunities. Check out our program and start to plan out your days in Washington, DC! **#DIA2020** <http://ow.ly/CFbo50xZ0tZ>
- 👉 @DrugInfoAssn wants to help get you to **#DIA2020**, so we've drafted up a justification letter template to demonstrate to your employer how this opportunity will benefit you & your team & be a key factor in your professional development. Get started: <http://ow.ly/CFbo50xZ0tZ>
- 👉 The DIA 2020 Global Annual Meeting is more than a meeting: it's an experience focused on the future of health. **#DIA2020** <http://ow.ly/CFbo50xZ0tZ>
- 👉 We stand at the precipice of healthcare, looking out on the possibilities of extraordinary #therapies and cures. To bring them to fruition, we must face complex, global & interconnected challenges. Find out how with @DrugInfoAssn at **#DIA2020** in June. <http://ow.ly/CFbo50xZ0tZ>
- 👉 Get a more intimate learning experience to warm you up before **#DIA2020** kicks off at one of the many half- and full-day short courses! Register for two half-day or one full-day course and **#DIA2020** and receive \$100 off your meeting registration! <http://ow.ly/CFbo50xZ0tZ>
- 👉 Looking to connect with other influencers and thought leaders at **#DIA2020** during & after the meeting? Register by May 1 to get your name on our exclusive Attendee List that only participants have access to! <http://ow.ly/CFbo50xZ0tZ>
- 👉 In-depth learning and the chance to enjoy the nation's capital? Join 7,000+ of your peers & colleagues at **#DIA2020** in Washington, DC this June. Nowhere else will you discover new insights to enhance your current skills, create new ones & advance your career. <http://ow.ly/CFbo50xZ0tZ>
- 👉 **#DIA2020** offers 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! <http://ow.ly/CFbo50xZ0tZ>
- 👉 This is the time. This is the place. This is the moment. **#DIA2020** <http://ow.ly/CFbo50xZ0tZ>



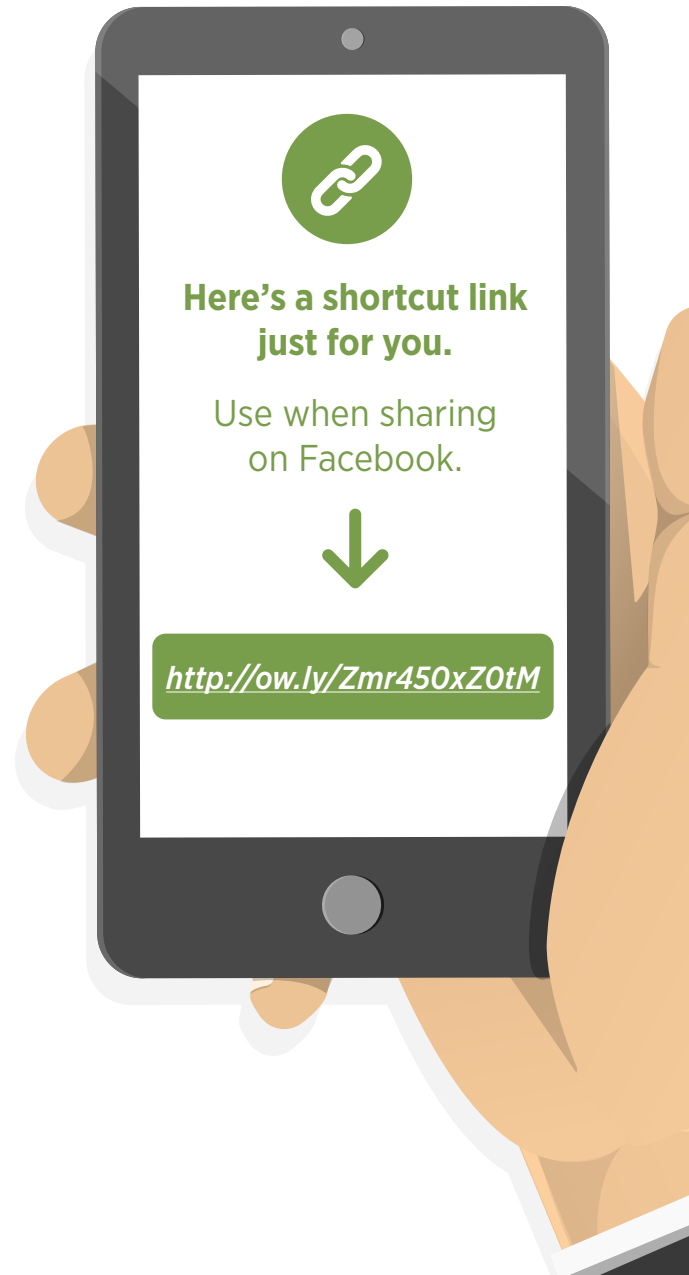
SOCIAL STARTER KIT

DIA 2020 Global Annual Meeting | #DIA2020 | DIAglobal.org/DIA2020



What to Post: Some Suggestions

- I'll be speaking about [insert topic here] at the DIA 2020 Global Annual Meeting, June 14-18 in Washington, DC! **#DIA2020** Hope you'll join me. <http://ow.ly/Zmr450xZ0tM>
- The DIA 2020 Global Annual Meeting is more than just a meeting: its where brilliant minds come together to create solutions and focus on the future of health. Discover how: <http://ow.ly/Zmr450xZ0tM>
- The DIA 2020 Global Annual Meeting is the premier place to learn in 2020. Through 250+ sessions over 13 unique educational tracks, you will have the opportunity to grow and learn more about your field or dive deep into a new topic of interest to broaden your knowledge. Start mapping out your schedule today: <http://ow.ly/Zmr450xZ0tM>
- The DIA 2020 Global Annual Meeting is more than a meeting: it's an experience focused on the future of health. Spanning the life sciences spectrum, DIA 2020 will compile more than 250 sessions over 13 unique tracks with nine various learning formats, ensuring each attendee has the best learning opportunities. <http://ow.ly/Zmr450xZ0tM>
- DIA wants to help get you to **#DIA2020**, so we've drafted up a justification letter template to demonstrate to your employer how this opportunity will benefit you and your team and be a key factor in your professional development. Get started: <http://ow.ly/Zmr450xZ0tM>
- The DIA 2020 Global Annual Meeting is more than a meeting: it's an experience focused on the future of health. **#DIA2020** <http://ow.ly/Zmr450xZ0tM>
- We stand at the precipice of healthcare, looking out on the possibilities of extraordinary therapies and cures. To bring them to fruition, we must face complex, global, and interconnected challenges. Find out how at the DIA 2020 Global Annual Meeting in June. <http://ow.ly/Zmr450xZ0tM>
- The remarkable convergence of science, technology, and policy makes this a critical time of focus. The DIA 2020 Global Annual Meeting will take that focus and direct it at the opportunities for the future of healthcare. Get all the facts in Washington, DC, June 14-18. <http://ow.ly/Zmr450xZ0tM>
- DIA makes creating your **#DIA2020** 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/Zmr450xZ0tM>
- Looking for a deep dive learning experience to warm you up before **#DIA2020** 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/Zmr450xZ0tM>
- What is **#DIA2020**? 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/Zmr450xZ0tM>
- Looking to connect with other influencers and thought leaders at **#DIA2020** during and after the meeting? Register by May 1 to get your name on our exclusive Attendee List that only participants have access to! <http://ow.ly/Zmr450xZ0tM>
- In-depth learning and the chance to enjoy the nation's capital? Join 7,000+ of your peers and colleagues at **#DIA2020** in Washington, DC this June. Nowhere else will you discover new insights to enhance your current skills, create new ones and advance your career. <http://ow.ly/Zmr450xZ0tM>
- Want in-depth learning while also having the opportunity to explore the nation's capital? Join thousands of your peers and colleagues at the DIA 2020 Global Annual Meeting in Washington, DC 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 2020 to have all your burning questions answered and bring back the wealth of knowledge learned to your day-to-day functions. <http://ow.ly/Zmr450xZ0tM>
- **#DIA2020** 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/Zmr450xZ0tM>
- This is the time. This is the place. This is the moment. **#DIA2020** <http://ow.ly/Zmr450xZ0tM>



SOCIAL STARTER KIT

DIA 2020 Global Annual Meeting | **#DIA2020** | DIAGlobal.org/DIA2020

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 **#DIA2020!**

DIA will be socializing, too!

We'll be posting important news, live updates, and photos on DIA's social media channels throughout the meeting! Be sure to follow @DrugInfoAssn on Twitter and the hashtag **#DIA2020**.

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



SOCIAL STARTER KIT

DIA 2020 Global Annual Meeting | #DIA2020 | DIAglobal.org/DIA2020