

“Spread the Word” Toolkit

You have influence.

Thank you for spreading the word about the OCEANS 2020 Gulf Coast conference to your inner, outer, and even as-yet unknown circles. We believe the OCEANS Conference is beneficial and valuable to those working in the marine technology and engineering industries, and we're glad you agree and are partnering with the OCEANS team to promote the experience to your network(s).

Within this toolkit, we've provided tools for you to effectively promote the conference through a variety of channels including social media and email. We've also included resources and talking points since we know people may have questions; always feel free to point them to [the OCEANS website](#).

You can copy and paste the text below as-is, or you can personalize it as much as you want – it's your personal experience with the conference combined with your personal connections that will have the biggest influence.

Should you have any questions or need additional resources, please don't hesitate to reach out to the OCEANS [Marketing team](#). We look forward to working with you to make this the best OCEANS conference yet!

Usage Recommendations

Social Media

Post frequency: *Facebook/LinkedIn*: About one – two times per month leading up to the conference, and possibly more when there's important news or deadlines coming up (we've included important dates at the end of the toolkit). *Twitter*: Post updates, announcements, and relevant content links 2 – 5 times over the course of several days.

Tips:

- Share photos you took at the last OCEANS conference you attended.
- Encourage interaction through asking questions or requesting recommendations.
- Alternate graphic posts (i.e. “ads”) with text posts, and if possible – always include a picture with the text!
- Alternate the purpose of the post – if you post something asking people to register once (i.e. a call to action), the next time simply post about how the conference has benefited you (i.e. no call to action – just a testimony), or share an update on the newest speaker announcement.
- Use “I” statements along with “you” statements – i.e. “I absolutely loved this conference last year; I came home with a plethora of ideas and learned knowledge. If you want a conference that will challenge and grow you, consider OCEANS 2020 Gulf Coast!”
- Always include a [link to the OCEANS website](#), as well as the hashtag [#OCEANS20GulfCoast](#)

Email

Email frequency: Send an email with a repeat message 2 – 3 times total.

Tips:

- Personalize the text email samples below to distribute to your networks who may be interested. Some examples of groups that may be relevant:
 - o Alumni groups
 - o Professional associations/clubs
 - o Employees you supervise
 - o Students you teach
 - o Your department
 - o Former/current clients
 - o LinkedIn groups
- Share your personal experience about OCEANS and why you're passionate about the event.
- Keep the text concise and punchy.
- Always be sure you have permission from the list owners before sending (if it's not your personal list).
- Include the OCEANS brochure as an attachment.
- If you have the capability to send a graphic email using HTML, [let us know](#) and we'll send you the HTML for an email.

Ads

Placement: We realize not all ambassadors may have a personal or company website on which to place an ad; however, if you do have access to a site, feel free to place the ads there for a couple weeks at a time. The link to download each ad is included below.

Tips:

- Place on your blog, company, or personal website
- Post on a professional forum, LinkedIn group, or professional online community
- Post/Share on your company's/group's social media pages

Sample LinkedIn Posts

(Follow our company page, [OCEANS Conference](#), for regular updates you can share.)

- Include a link to OCEANS in your LinkedIn bio.
- Use the LinkedIn cover photo included in this toolkit on your profile page.

The ocean surprises us on a regular basis; there are innumerable unreachable depths with mysteries to yet be unveiled. The OCEANS Conference is one of the best opportunities to hear about the amazing research and technologies that are making it more possible on a daily basis to both protect and utilize our world's great resource. Reserve your spot today. <https://gulfoast20.oceansconference.org/>

In the marine engineering/technology industries, there are constantly new innovations, cutting-edge technologies, and breaking research – making learning and staying in-the-know a top priority for our field. The OCEANS Conference offers one of the best opportunities to learn about these innovations. Learn more about the conference; I hope to see you there! <https://gulfcoast20.oceansconference.org/>

Every time I attend the OCEANS Conference, I leave inspired by the amazing and innumerable ways industry companies and colleagues are innovating to move marine engineering and technology forward. I strongly recommend this event! Learn more on their website. <https://gulfcoast20.oceansconference.org/>

Sample Tweets

(Follow us at [@OCEANS_Conf](#) to stay up-to-date on OCEANS announcements, content, and information you can retweet.)

- Always use the #OCEANS20GulfCoast hashtag.
- Tag @OCEANS_Conf so we can like and retweet your posts.
- Use the Twitter cover photo included in this toolkit on your profile page.
- Update your profile photo to one of the badges included in this toolkit.

OCEANS 2020 Gulf Coast (@OCEANS_Conf) is happening in October; have you registered yet?
#OCEANS20GulfCoast

Just heard about some of the speakers at @OCEANS_Conf in Biloxi this October – I cannot WAIT to hear from orgs such as _____! This conference looks like it's going to be really great.
#OCEANS20GulfCoast

I'm looking forward to presenting my paper on _____ at @OCEANS_Conf in Biloxi this October; will you be there? If so, mark your calendar for [Tues, Wed, Thurs] at [time]; I look forward to getting your feedback. #OCEANS20GulfCoast

I'm attending @OCEANS_Conf this October because _____. #OCEANS20GulfCoast

When it comes to staying up on industry news and trends, I get the most bang for my buck at the @OCEANS_Conf, which is happening in Biloxi this October. Will you be there? #OCEANS20GulfCoast

Sample Facebook Posts

(Follow our company page, [OCEANS Conference](#), for regular updates you can share.)

- Use the #OCEANS20GulfCoast hashtag and tag @OCEANSConference in your posts so we can like and share.
- Use the Facebook cover photo included in this toolkit on your profile page.
- Update your profile photo to one of the badges included in this toolkit.

I am looking forward to finding out what's on the agenda at @OCEANSConference this October in Biloxi, MS. With four days filled with poster competitions, Plenary Presentations, and Special Sessions, I know

you'll enjoy this event as much as I do. Learn more about the conference:

<https://gulfcoast20.oceansconference.org/>

It's an honor to present my paper on _____ at @OCEANSConference this October in Biloxi, MS. There's always top-notch content and cutting-edge innovations at this conference, so I'm excited to be a part! Learn more about the conference: <https://gulfcoast20.oceansconference.org/>

Sample Emails/Direct Messages

Subject: Will you join me at OCEANS 2020 Gulf Coast?

Hi,

The upcoming OCEANS 2020 Gulf Coast conference will be four days packed full of engaging presentations from leading professionals, cutting-edge research, new technology demonstrations, interactive events and activities, and more.

In addition to an awesome opportunity to meet industry professionals and thought leaders, connect with relevant technology innovators and suppliers, and further your knowledge on all things related to marine engineering and technology.

I would love for you to join me at the conference October 19 - 22. Feel free to ask me any questions you have, and for more info on the conference, [visit their website](#).

Thanks,

[name]

Subject: Save Money on OCEANS 2020 Gulf Coast

Hi,

I wanted to reach out to let you know that Early Bird registration prices for the OCEANS 2020 Gulf Coast conference are ending on September 20th (date subject to change). This conference is a great experience for anyone looking to grow in the fields of marine engineering and technology, which is why I think it would be a great idea for you to take advantage of these discount prices while they last.

If you have any questions about how I've benefitted from the conference or what I'm most looking forward to, please don't hesitate to reach out. I hope to see you in Biloxi in October!

Kind regards,

[name]

Social Media Graphics/Ads

Download and use these graphics with your OCEANS promotional efforts.

1. Ads

[Box Ad – 300 x 250 px](#)

[Skyscraper Ad – 160 x 600 px](#)

[Header Ad – 728 x 90 px](#)

2. Cover Photos

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

OCEANS Flier

You're welcome to download and/or share the OCEANS Save the Date Flier with anyone with which you'd like to share information regarding the conference. You can also print these and leave them at locations where prospective attendees will pass through.

[Download the flier.](#)

OCEANS Website Links for Calls to Action

[OCEANS 2020 Gulf Coast Conference Homepage](#)

[Main OCEANS Conference homepage](#) (for all OCEANS conferences)

[Register Now.](#)

[Learn about the program topics.](#)

[See what's happening at the event.](#)

[Become an exhibitor.](#)

[Become a patron.](#)

OCEANS Important Dates*

May 4 | Call for Abstracts closes

June 12 | Early-bird Registration opens

June 12 | Author Notification

September 17 | Papers/Posters due

September 20 | Early-bird Registration ends

**These dates may change.*