



# The Power Playbook: *Leadership, Advocacy, & the Arts*

## Conference Promotion Guide for External Partners

### Objective:

To engage your network in promoting the 4th Annual Conference & Allen-Mahoney Scholarship and Award Gala, taking place from October 17th to 20th in Philadelphia.

### Promotion Channels:


- **Social Media:** Leverage platforms like Twitter, LinkedIn, Facebook, and Instagram to reach a broader audience.
- **Email Newsletters:** Include a section promoting the conference in your regular newsletters.

### Suggested Social Media Posts:


#### Post 1:

 Network with nursing's top scholars, innovators, and thought leaders at the 4th Annual Conference & Award Gala!  Build meaningful connections and immerse yourself in the best discussions on advocacy, education, and healthcare. Secure your spot today! <https://buff.ly/4cF7JNC> #NursingExcellence #DOCSPhilly2024 #HealthcareDiversity

#### Post 2:

 Experience the future of nursing with DOCs in the "City of Brotherly Love"! Attend inspiring plenaries, engage with diverse professionals, and discover new insights in the field. Registration is open—don't wait! <https://buff.ly/4cF7JNC> #NursingLeaders #Conference2024 #PhillyEvent #DOCSPhilly2024

#### Post 3:

 It's more than just a conference—it's a chance to make a difference! Participate in sessions that promote diversity and transform nursing practice. Be there,

October 17-20, and let's shape the future of healthcare together! Register today, #NursingPractice #HealthcareInnovation #ConferenceAlert #DOCSPhilly2024

**Promotional Materials:**

- **Graphics:** Use the provided event graphic in your posts to make them more visually appealing. Facebook/Instagram graphics, [click here](#). LinkedIn graphics, [click here](#).
- **Links:** Include the conference registration link, <https://buff.ly/4cF7JNC> in all your promotional materials.

Thank you for your support in making the 4th Annual Conference & Allen-Mahoney Scholarship and Award Gala a success! Your efforts in promoting this event will help bring together the best minds in nursing to drive meaningful change.