

Presidential Promotional Kit

The XVIII UIP World Congress 2018 will have a large social media presence that will allow attendees to engage in a more social and mobile experience before, during and after the World Congress. This Presidential Promotional Kit is designed to inform and help you amplify discussion and chatter surrounding the UIP World Congress, making social media involvement at the UIP World Congress seamless. Our team will be leveraging several key platforms (Twitter, Facebook and LinkedIn).

By joining the conversation on our multiple social media outlets, attendees will be able to stay up to date on current UIP World Congress activities so they can locate these activities in real-time and get involved. This ensures that our attendees won't miss any of the exciting events taking place during the week of the Congress. In addition, we highly encourage your team to use this Presidential Promotional Kit in your social activation plans to integrate, amplify and extend your visibility during the congress.



Who should use this toolkit?

Presidents of association & societies who are engaged in social media

We have created this toolkit to make it easy and seamless for our partners to figure out where these conversations about the UIP World Congress are happening and how to participate.

Social media provides a venue for conversation before, during and after the event.

BEFORE THE EVENT
Generate interest and increase participation

DURING THE EVENT
Live event coverage and interaction

AFTER THE EVENT
Share the event story and stay connected

Contact Details

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**WORLD
CONGRESS OF
PHLEBOLOGY**
4-8 FEBRUARY 2018
MELBOURNE

The Reunion of the Union

#UIP2018

The event will be using the hashtag #UIP2018 on all social media outlets to allow attendees and fans to follow, join and stay engaged in the conversation.


Whether you are using Twitter, Facebook or LinkedIn, by clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all of the posts using #UIP2018 on the specific social media network you are using - showing the volume of discussion, updates and all of the great conversations and events happening around you.

Banner for Webpages

This is the official UIP 2018 web banner that can be used for promotional purposes on your company website, social media pages and other advertisements.



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 THE AUSTRALASIAN
COLLEGE OF PHLEBOLOGY

Email Signature

This is the official UIP 2018 email signature that we would kindly ask you to use in all emails regarding UIP 2018.

John Smith
Congress Ambassador – UIP 2018

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Twitter

Twitter is a micro-blogging site and has grown into a live event coverage powerhouse with, on average, 500 million tweets going out each day. Twitter is the quickest way to share and receive quick and informative updates happening around you in real-time at the UIP World Congress. We request you to use this platform to urge your network to follow UIP 2018. Some example of posts are below. Please ensure the #UIP2018 is used in all tweets. The UIP 2018 Twitter page can be found here https://twitter.com/UIP_2018.

Examples of tweets for Presidents who are speakers:

- I will be speaking at #UIP2018 in February! @UIP_2018 #UIP2018
- Attend my #UIP2018 session [SISXX insert session number] in February in Melbourne to find out more about [insert topic]. #UIP2018 @UIP_2018
- Just planning my #UIP2018 session [SISXX insert session number] – what do you want to know about [insert topic]? #UIP2018 @UIP_2018
- Interested in [insert topic/product]? Attend #UIP2018 in February and visit us at booth [booth number] #UIP2018 @UIP_2018

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Facebook

As the world's largest social network, Facebook is the best platform for sharing highly visual content like photos, videos and news articles. Similar to Twitter, please follow our page on Facebook <https://www.facebook.com/uip2018/> and encourage your network to do so too. We request you to start discussions on the page relevant to the Phlebology industry and scientific advances in technology that may be of interest to your peers. Examples of some posts are below:

Examples of posts for Presidents who are speakers:

- I will be speaking on [insert topic] at the XVIII UIP World Congress in February, the largest annual gathering of the phlebology community. Find out more at <http://www.uip2018.com/>
- I will be presenting [insert title] at the XVIII UIP World Congress next February in Melbourne, Australia. Register if you are interested in [insert a compelling message from your presentation]. You can learn more about the congress at <http://www.uip2018.com/>

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LinkedIn

LinkedIn is the ultimate professional networking platform and will allow attendees to keep in digital contact with the connections they make throughout the week of the World Congress.

Groups allow like-minded or similarly-interested people to gather and have discussions surrounding a variety of topics, making them a perfect fit for events like the UIP World Congress. Please follow our [LinkedIn group](#) and connect with your peers. Start discussions, engage in other discussions and encourage your network to take part in the group activities as well. If there is a particular topic you would like to discuss and are unable to identify how to do it, please get in touch with us and we will help you with it.

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The Reunion of the Union

Newsletter Content 1

We would request you to include this newsletter content provided for you in your internal and external newsletter, or other promotional platforms to help advertise the UIP World Congress of Phlebology 2018.

“UIP — The Reunion of the Union”,

Attend the Melbourne UIP World Congress, February 4 to 8, 2018.

The Australasian College of Phlebology (ACP) is looking forward to welcoming you to Melbourne, Australia in 2018 for the XVIII UIP World Congress.

The XVIII UIP World Congress brings together world experts to address the full spectrum of topics in the field of phlebology. Specialists focusing on phlebology, cardiology, general surgery, vascular surgery, interventional radiology, interventional cardiology, dermatology, dermatologic surgery, internal medicine, family practice, plastic surgery, gynaecology, vascular medicine, nursing and sonography are invited to enhance their knowledge and skills specific to venous disease.

With 1,500 expected attendees from 40 countries, participation at this meeting offers unequalled opportunities to be present among leaders in the healthcare industry and to showcase products and services to the largest annual gathering of the phlebology community.

The Congress will feature key-note lectures, free paper sessions, consensus meetings, workshops, innovations and café sessions on a wide range of topics

To register for the XVIII UIP World Congress in Melbourne, February 4-8, 2018, please visit <http://www.uip2018.com/>

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