NACE Area & Section Events Toolkit

A Marketing Guide for Conference Committee Members

June 2019
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Overview

The NACE Area & Section Conferences Toolkit was created to help conference committee members and others raise awareness of NACE Area- and Section-hosted events to drive participation and engagement. Each toolkit is intended to provide resources and ideas to help NACE Area and Section conference committee members become more effective in delivering value and the benefits of presenting, attending, exhibiting, and sponsoring these local events. Included in the following pages are best practices and guidelines for effective marketing efforts, with several examples to aid in communication and solicitation of support through various channels.

Criteria for Marketing Assistance

NACE International headquarters will provide marketing assistance for events hosted by NACE Sections and Areas if the following criteria is met:

The event IS:
A technical presentation that can include exhibits and networking events

The event is NOT:

- An Area/Section monthly/bimonthly/quarterly/annual meeting of its members
- A fundraising event
- Hosted by another organization, association or company where the NACE Section is solely a supporting organization of the event
- Partnered with NACE International headquarters (A separate agreement, a memorandum of understanding (MoU), will designate marketing support for these events)
- An education course or series of education courses, including NACE courses

If your Area/Section partnered with NACE Conferences, please refer to the marketing section of the Section and Area Conference Partnership Agreement that your Area/Section signed for details on marketing efforts to be fulfilled by your Area/Section and NACE Marketing. For questions, reach out to your NACE Conferences contact.

If your Area/Section did not partner with NACE Conferences on your event, please reach out to NACE Membership Section Support Specialist, Cindy Tracy at cindy.tracy@nace.org, or NACE Marketing at marketingdepartment@nace.org for additional marketing available for purchase, or refer to page 20.
Marketing 101

Did you know that it takes at least seven touches before a prospect will take action to engage with your product or service? For a prospect to hear your message then, you need a well-planned marketing strategy on how and when to engage with prospective customers, whether you’re looking for speakers, attendees, exhibitors, or sponsors.

As a conference committee member and involved NACE member, you’re considered an influencer – meaning you have a voice that industry peers and professionals respect and trust. In other words, when you make a recommendation, people listen. With that kind of industry clout, you play an integral role in marketing and spreading the word about the event.
Adding an Event Listing to nace.org

If you’ve partnered with NACE International headquarters for your event, event details will already be posted to the NACE Events page. If your event is not partnered with headquarters, the first task you will want to check off the to-do list is to complete and submit the Event Calendar Submission Form.

Submitting this form will add your event to the NACE Events page, the first place NACE members and other corrosion professionals go to view upcoming events. This page averages nearly 5,000 pageviews per month, with visitors spending more than 2 minutes perusing the listings. What does that mean for you and your event? Posting your event here will introduce it to an engaged audience that is actively looking to know about and attend industry gatherings.
Please note that this page is intended only for conferences, workshops, and seminars, and is not intended for Area/Section monthly/bimonthly/quarterly/annual meetings or education courses.

**Materials Performance Upcoming Events**

If you added your event to the NACE Events page, your event may be included in *Materials Performance* Magazine’s upcoming events section (space permitting). Event information will be listed at least 4 months prior to the event date. For your event to be included, you must submit it at least 45 days prior to issue date.
NACE and Industry Events

Network with NACE members and nonmembers on-site at industry events you attend and tell them about your upcoming event.

Create a flyer (or if you partnered with NACE International headquarters for your event, share NACE Marketing’s event flyer and conference brochure) with details about your event, and distribute it to people you meet at industry events, conferences, and networking sessions.

Need help creating a flyer? NACE Marketing has developed fillable PDFs of flyers, meter-board signs and banner stands for Areas/Sections to use. These NACE-branded flyers enable Areas/Sections to customize specific fields. The templates can be accessed on the Officer Resource Page on nace.org.

NACE #CORROSION Conference & Expo

With 6,000+ attendees and 400+ exhibiting companies each year, NACE’s annual CORROSION Conference & Expo provides the perfect opportunity to promote your event to a captive and engaged target audience.

Want to ensure your flyer is in a highly trafficked area with maximum visibility? Contact NACE Marketing at marketingdepartment@nace.org to have your flyer added to the Info Wall at CORROSION Conference & Expo. (Limited space availability. NACE Marketing must be notified, and flyers must be received to NACE International’s Distribution Center at least six weeks prior to CORROSION. On-site delivery arrangements can be made, provided NACE Marketing has minimum six weeks’ notice.)

Area or Section Website

If your NACE Area or Section has its own website or an Area/Section Web page on nace.org, add event details to the site. Include the 5 W’s: who, what, where, when, and why. If you’ve created an event flyer, be sure to post it on the site as well. Link to the conference website, so prospective participants can find more information and submit an abstract, register, and see the exhibit hall floor plan.
Getting Started on Social Media

The most successful users on social media, called “influencers,” actively and regularly engage in conversations. As a start, be sure to follow NACE International on Facebook, LinkedIn, and Twitter. Consider joining the NACE International | Corrosion Discussion Group on Facebook and the NACE International LinkedIn Group as well. Keep an eye out for posts related to your event from the NACE social media accounts and be sure to share these posts to your own social media accounts!

Your social media efforts overall will be more successful if you are active on your platform(s) of choice, whether it be Facebook, Instagram, LinkedIn, Twitter, or all of them! Your online reputation is built through genuine, professional interactions such as posting, liking, and commenting on others’ posts. If your posts center around soliciting and selling only, they have a lower chance of being seen, liked, or responded to, since you won’t have built up a reputation on the platform as someone others turn to for recommendations.

Suggestions for and Posting on Social Media

Posting on social media platforms such as Facebook, LinkedIn, and Twitter can aid in raising awareness, generating interest, and driving conversations about how to become involved in the event.

Getting people engaged with your event starts with communicating the value of the event – and what better way to demonstrate value than to show rather than tell? Showing them value can mean posting photos, explaining how you’ve personally benefited, and communicating how they can achieve their professional or business goals through participation.

Here are some guidelines for using social media to bring attention to your event:

1. **Use an Image Related to the Event** – Catch viewers’ attention! A photo will help personalize the post, making it more appealing for those who view it and ultimately decide whether to participate.

2. **Give Some Background** – Explain the 5 W’s: who will be there (attendees by job title, companies by industry), what the event is and what registrants will gain from it, where and when the event will be held, and why it’s important for industry professionals participate.

3. **Share Your Personal Experiences** – Share a bit about yourself in the post, such as how long you have been in the industry, how you came to become involved with NACE, what you’ve gotten out of participating in past NACE events, and why you feel it’s important others participate in your event to better the industry.
4. **Use a Hashtag in your Posts** – Using a hashtag such as #CORROSION2020 is a way to link separate posts in different platforms (such as Facebook and LinkedIn) and in different posts within the same campaign. For example, if you posted about looking for speakers in November, then in December, you can use the same #CORROSION2020 hashtag to announce the technical program.

5. **Include a Call to Action** – In other words, tell people what you want them to do, whether it’s to submit an abstract, register to attend, exhibit, or sponsor.

Here are a few examples:
Sharing Facebook Events and Inviting Others

If you partnered with NACE International headquarters on the event, chances are the NACE Social Media Specialist has created your event on the NACE International Facebook company page.

Please note that the event created here does not replace the registration process; it’s merely to gauge interest in the event and to see who else is potentially interested or planning on attending the event. Attendees still must register for the event through the conference website and checkout through the online NACE Store.

Screen shots from the NACE International Facebook page:
Sharing the Facebook event to your Facebook page:

1. Once on the NACE International Facebook page, click on Events in the sidebar menu on the left
2. Click on the NACE event in which you’re involved
3. Underneath the date and name of the conference, there are two buttons, Interested or Going. Click Going
4. To the right of the Interested and Going buttons is the Share button
5. Click Share and then Share as Post. If you want to share to a specific friend, in a group, on another page you manage, or in a private message, click Share on Your Timeline, and it will give you additional options
6. Type in your post, making sure to include #hashtags at the end
7. Click Post

Inviting friends to the Facebook event:

1. Once on the NACE International Facebook page, click on Events in the sidebar menu on the left
2. Click on the NACE event in which you’re involved
3. Underneath the date and name of the conference on the right, click the Share button

4. Click Invite Friends

5. Search for and select the Facebook friends you want to invite

6. Click Send Invites

Creating a Post on LinkedIn

Considered the platform for professional networking, LinkedIn is a great way to connect with potential conference participants, share your insights, and further establish professional credibility. LinkedIn users are often looking for opportunities to network, engage and advance their careers, making it the ideal channel to share information about your event.

Creating your post on LinkedIn:

1. Click Start a Post

2. Enter your text and image (it’s a good idea to draft in MS Word for spellcheck prior to inserting) and include any hashtags

3. Click Post
Creating a Post and ‘Tweeting’ with Twitter

Facebook and LinkedIn are often used as one-way conversations – posting and then waiting for users to view, react, and respond. Twitter is unique in that it is best used to initiate, engage in, and propel ongoing and constant conversations.

Here are some Twitter basics and recommendations:

1. Your post/tweet must be 280 characters or less (visit https://twitter.com/ to set up an account if you don’t have one)

2. Link back to another campaign on Facebook or LinkedIn if applicable

3. Include hashtags to link the posts together and to other social media posts for the same campaign (such as #CORROSION2020)

4. Use the hashtag to search for already existing conversations about your event. Feel free to share, comment, and like others’ posts. Remember, Twitter is about actively joining and participating in conversations

5. Use a word processing program (such as MS Word) for creation and editing of text to avoid typos before sending your tweet

Using Social Media During and After the Event

Once the event has started, continue staying active on social media and using those hashtags. Give your social media followers/connections an insider’s perspective of the event – and help promote future events – by posting photos, meaningful quotes from presentations you’ve heard at the event, and testimonials.

Don’t forget! Tag NACE International to have your posts and photos shared on the official NACE International social media pages, too.
Email Promotion by NACE Marketing

For events not partnered with NACE International headquarters, NACE Marketing will send one promotional email to its database for events which meet the marketing criteria listed on page 3. NACE Marketing will determine when the email can be sent based on the current email schedule, as well as the distribution list based on the event location, topic, and audience.

- Area/Section is required to:
  - Provide content for email
  - Give NACE Marketing at least 2 weeks to create email
  - Review email, provide feedback, and approve before it can be deployed

Any additional emails must be conducted through the Area/Section’s Membership Chairman who has access to contact information of NACE members in that Area/Section only.

For additional questions, please contact marketingdepartment@nace.org.

Email Marketing Tips and Guidelines

Help increase your delivery rate and avoid SPAM filters/folders by following these best practices:

1. Make sure that you have a correct, up-to-date mailing list
   If you use lists that have a lot of incorrect or old addresses, servers will be more likely to mark your email as SPAM to valid addresses.

2. Use a recognizable name or email in the “From” line

3. Use a concise, descriptive headline
   Headlines such as “See what’s new” or “Mark your calendar” are too generic and get flagged as SPAM. Examples of strong headlines include: “Join us in December 2020 for a Corrosion Technical Presentation” or “Learn what Section Leaders have planned for 2019.”

4. Do not use too many images in your emails
   SPAM filters check the ratio of images to text in email, and if the ratio of images is too high, the email may register as SPAM. As a rule of thumb, have 80% text and 20% images.

5. Use your email system’s SPAM checker
   Before you send the email, search for a SPAM checker in your email system. It will tell you if you have too many images, if your headline is likely to draw red flags, etc.

6. Don’t forget to include a valid unsubscribe link
Required opt-out footer:

NACE International is fully committed to comply with all international anti-spam email compliance policies. As such, we ask that all group emails directed towards NACE members include an option to enable members to unsubscribe from future emails AND that recipients in the group are blind copied (BCC).

Email privacy:

NACE International has conducted several campaigns to gain consent from email contacts in Canada and the European Union, per CASL (Canada Anti-Spam Legislation) and GDPR (General Data Protection Regulation). All contacts within these areas, including members and officers, who have provided consent will continue receiving communications from NACE.

For those who have previously opted-out from receiving emails or did not receive an email requesting consent, please contact NACE Marketing at marketingdepartment@nace.org.

Blind copy sends:

When sending out a group email to multiple recipients through an individual personal or corporate account, please blind copy (BCC) all recipients in the group. Taking this action allows recipients to see the message as sent to them only and protects the privacy of other recipients. This tactic is critical as sharing all recipient emails (such as in a group message) violates privacy and anti-solicitation policies.

Email Scripts

Sending personalized invitations via email to prospective speakers, exhibitors, sponsors, and attendees is a thoughtful way to spread the word about participating in your event. Also consider curating contacts from coworkers or members of other professional associations in which you’re involved. Encourage your peers and coworkers to forward and share your email to professionals they know who they think would be interested.

Please feel free to personalize the below scripts with your contact’s name and why you thought the event would be an ideal opportunity for him/her.
Email script for requesting abstracts:

Dear Protective Coatings or Corrosion Industry Professional,

On behalf of the [insert year] Conference Committee, I would like to invite you to speak at [insert name of event here].

Conference Date
Conference City, State Country
Conference Venue

Each year, [insert number of attendees] corrosion industry professionals come together to discuss protective coatings and corrosion control best practices and learn from case studies on corrosion issues unique to our area. As an industry leader, I’m hoping you will join us in sharing your industry insights by submitting an abstract and presenting at [insert name of event here].

Here is a list of topics we’re looking to discuss at this year’s conference: [insert link to conference website’s call for abstracts page]. There’s also a link to submit an abstract through the website.

If you have any questions about the conference or topics, please don’t hesitate to reach out to the Conference Committee’s Technical Program Coordinator at [insert email address].

We look forward to you joining us at [insert name of conference]!

Sincerely,

[insert name here]

Email script for soliciting exhibitors and sponsors:

Dear Protective Coatings or Corrosion Industry Professional,

On behalf of the [insert year] Conference Committee, I would like to invite you to exhibit at and sponsor [insert name of event here].

Conference Date
Conference City, State Country
Conference Venue

Each year, [insert number of attendees] decision-makers and end-users come together to view the latest protective coatings and corrosion control products and services. In addition to learning from our robust technical program and networking, these professionals are actively seeking technologies and services from companies such as yours that can help address their or their
customers’ corrosion challenges. As an industry leader, I’m hoping you will join us in by exhibiting or sponsoring at [insert name of event here].

Here is a link to the floorplan of this year’s conference: [insert link to conference website’s exhibits & sponsors page]

You can also view available sponsorships; we have opportunities for your brand to increase visibility, to generate leads, and position your company as a thought leader and expert in the field.

If you’re looking to grow your business in this market, this conference is a must-attend! Please don’t hesitate to reach out to me at [insert email address] to discuss the conference in more depth, along with our exhibit and sponsorship opportunities.

We look forward to you joining us at [insert name of conference]!

Sincerely,

[insert name here]

Email script for soliciting attendees and driving registration:

Dear Protective Coatings or Corrosion Industry Professional,

On behalf of the [insert year] Conference Committee, I would like to invite you to attend [insert name of event here].

Conference Date
Conference City, State Country
Conference Venue

Join [insert number of attendees] other corrosion professionals as we come together to:

- View the latest protective coatings and corrosion control products and services
- Forge new business partnerships and nurture existing relationships
- Learn from our robust technical program to address protective coatings and corrosion challenges unique to our region

Here is a link to the technical program/event schedule: [insert link to conference website’s technical program or agenda]

Here is a link to register for this year’s conference: [insert link to conference website’s registration
Please don’t hesitate to reach out to me if you have questions about the programming or networking opportunities.

We look forward to you joining us at [insert name of conference]!

Sincerely,

[insert name here]
Additional Marketing Available for Purchase

If your Area/Section did not partner with NACE International headquarters on your event, the following marketing package is available to you:

**Cost: $800.00 USD**

One additional promotional email to targeted contacts in NACE database. NACE Marketing will determine when the email can be sent based on the current email schedule, as well as the distribution list based on the event location, topic, and audience.

- **Area/Section is required to:**
  - Provide content for email
  - Give NACE Marketing at least 2 weeks to create email
  - Review email, provide feedback, and approve before it can be deployed

One full-page advertisement in *Materials Performance* Magazine.

- **Area/Section is responsible for:**
  - Providing the advertisement in the required format. NACE is not responsible for creation of advertisement
  - Following the deadlines listed in the media file for each issue. The editorial calendar can be found at [adsolutions.nace.org](http://adsolutions.nace.org)

One article posted in the NACE *CORROSION Press* e-Newsletter.

- **Area/Section is responsible for:**
  - Providing a ready-to-publish article. Story must be newsworthy and information, not purely promotional.

Two posts on NACE social media sites (Facebook, Instagram, LinkedIn, or Twitter). NACE Social Media will determine when the content will be posted.

- **Area/Section is responsible for:**
  - Providing desired content about event, along with any images to be used in social media posts
Advertising in NACE Media

NACE Media offers a reduced advertising rate if NACE Area/Section would like to run a print advertisement in one of our publications:

Publications: CoatingsPro Magazine | CORROSION journal | Materials Performance

Industry Editions: Infrastructure Insights | Maritime News | WaterCorr News

Digital Issues: InspectThis | Stay Current

Advertising rates are as follows:

Full Page: $625.00 USD
2/3 Vertical: $500.00 USD
1/2 Island or Horizontal: $375.00 USD
1/3 Vertical or Block: $250.00 USD
1/6 Vertical: $125.00 USD

Visit adsolutions.nace.org to download current media files and view the audience demographics, editorial calendar, deadlines, and ad specifications.

Please note that NACE Marketing is not responsible for creation of the advertisement. Materials space must be reserved by contacting NACE Advertising & Manuscript Coordinator Brenda Nitz at brenda.nitz@nace.org.
**Conclusion**

The adage, “If you build it, they will come,” is not necessarily the case in today’s market. Attracting customers requires marketing, and grassroots marketing from influencers like you is an effective way not only to spread the word to the event’s target audience, but to convert those prospects into customers.

As you use the marketing channels and ideas included in this toolkit, keep in mind the story you’re trying to tell about your event and the personal touch you can add to strengthen your message. After all, these events are about forging personal connections and building relationships. By working in a concerted effort with NACE Marketing, we can achieve those seven-plus touches to engage a broader target audience and grow your event’s participation.