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MEETING

NOVEMBER 11-14, 2018  
CAESARS PALACE LAS VEGAS  
HOTEL AND CASINO • LAS VEGAS, NV

# 2018 CAS Annual Meeting Social Media Campaign

## Campaign Elements

Speaker Toolkit


#CASAnnual

Daily Twitter Contest

Custom Snapchat Filter



# 2018 CAS Annual Meeting Pre-Event


 **2018 ANNUAL MEETING**


*Social Media  
Toolkit  
for Speakers*


Thank you for offering your time and talent to present at the 2018 CAS Annual Meeting! We have compiled some suggestions to help you build awareness of your participation at the Annual Meeting among your professional networks.

### Pre-Event — Build Awareness

**Connect with CAS social media accounts.**  
Ensure that you are following us on social media prior to the event and receiving all of our information.

 [Follow @CASact on Twitter](#)

 [Like the CAS on Facebook](#)



 [Connect with the CAS on LinkedIn](#)

Send your suggested posts and photos to [socialmedia@casact.org](mailto:socialmedia@casact.org) for the CAS to share through our social platforms!

**Not on social media? We still need your help!**

Share your participation in the Annual Meeting.

- Post on Twitter or Facebook about your upcoming session using the hashtag #CASAnnual.
- Post on your LinkedIn network to let colleagues know about your participation in the meeting.
- Use a custom Annual Meeting speaker badge in your social media postings and email signature (see below).



Click on each image to download.

### During the Event — Participate and Engage

**Showcase your on-site participation.**

- Live tweet on-site content using the hashtag #CASAnnual.
- Suggestions for post-worthy content include:
  - Preview your own session content and logistics (date/time/room) to build awareness of your session for on-site attendees
  - Insights or observations on session topics
  - Quotes from panelists
  - Photos from sessions or other meeting activities

**Interact with other conference speakers and attendees.**

- Share content from the CAS main accounts by re-tweeting or sharing posts.
- Engage in conversation with fellow attendees using the hashtag #CASAnnual.
- During your session, remind your audience of the hashtag and encourage them to live tweet.

**Post-Event — Keep Momentum Going**

**Reflect on the conference and continue conversations.**

- Be sure to thank all of your new followers and people with whom you engaged on various platforms throughout the meeting.
- Share some overall thoughts on the meeting using the meeting hashtag #CASAnnual.
- Offer any resources from your presentation that may be available for download online.
- Let attendees know if and how they can continue conversations with you (e.g., on Twitter, LinkedIn, Facebook).

➤ Distributed Speaker Toolkit to encourage social media promotion:


✓ Shareable custom speaker graphics

✓ Ideas for Pre-Event, During and Post-Event






# 2018 CAS Annual Meeting Pre-Event

✓ Toolkit also included sample posts for Facebook, LinkedIn, Twitter



Sample Social Media Posts for Speakers



### Pre-Event

What's new and emerging in risk management? Join me at #CASAnnual, where I'll be presenting on [your topic here]. [casact.org/annual](#)

Looking forward to my session on [your topic here] at #CASAnnual in Las Vegas. Will you be joining me? [casact.org/annual](#)

[Insert statistic from presentation]. Learn more at my #CASAnnual session! [Link to session in CAS Program Guide]

### During Event

Don't forget my #CASAnnual presentation on [your topic here] is taking place at [location and time]! Hope to see you there! @casact

Want to learn more about [your topic here]? Stop by my session at #CASAnnual. [Insert time and location]

### Post-Event

Enjoyed connecting with @casact #CASAnnual attendees and presenting on the topic of [your topic here] at this year's meeting in Las Vegas!

Had a great time meeting friends new and old in Las Vegas! Thank you to all who attended #CASAnnual! [Picture from plane, airport, or social event]

This month I'll be speaking at the #CASAnnual in Las Vegas, presenting a session on [your topic here]. I'm looking forward to connecting with colleagues and learning some of the latest trends in actuarial science! [casact.org/annual](#)

Did you know [insert statistic or research finding from presentation]? I'll be discussing this topic and more during my session at the upcoming #CASAnnual in Las Vegas! [Link to session in CAS Program Guide]

Did you know [insert statistic or research finding from presentation]? I'll be discussing this topic and more during my session at the #CASAnnual in Las Vegas! [Link to session in CAS Program Guide]

I am presenting at the #CASAnnual in Las Vegas today! Attendees interested in learning about [your topic], stop by my session at [time and location]. Look forward to seeing you there!

Did you know [insert statistic or research finding from presentation]? I covered this and more during my session at the recent #CASAnnual in Las Vegas. Download my presentation slides from the CAS website at [casact.org/annual](#).

In addition to using these samples to post about the 2018 CAS Annual Meeting to your social media accounts, be sure to follow the CAS accounts and retweet, like, and share our posts!



# 2018 CAS Annual Meeting On-Site Twitter Contest

- ✓ A fun challenge each day of the conference
- ✓ Each day a chance to win a \$100 gift card



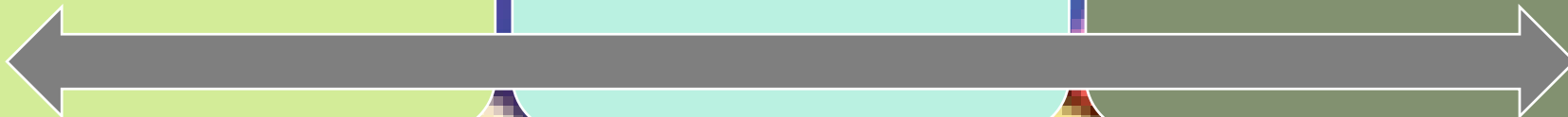
**Sunday Challenge:**  
Post a picture with  
the CAS logo



**Monday Challenge:**  
Post a picture from  
the exhibit hall



**Tuesday Challenge:**  
Post a photo with  
the Snapchat filter





# 2018 CAS Annual Meeting On-Site Twitter Contest: Day 1

 **2018 ANNUAL MEETING** **SNAP TWEET WIN**



Follow us on Twitter @CASact and use the hashtag #CASAnnual

Chance to Win a \$100 Amex Gift Card Each Day! Here's how:  
Tweet us your photos using #CASAnnual

**Sunday** – Snap a photo with the CAS logo... get creative!

**Monday** – Get to know our Exhibitors! Tweet us a photo from a booth in the exhibit hall.

**Tuesday** – Tag us in your screenshot of the #CASAnnual Snapchat Filter!



# 2018 CAS Annual Meeting On-Site Twitter Contest: Day 2



2018 ANNUAL  
MEETING

SNAP TWEET WIN



Follow us on Twitter @CASact and  
use the hashtag #CASAnnual

Chance to Win a \$100 Amex Gift Card Each Day! Here's how:  
Tweet us your photos using #CASAnnual

Get to know our Exhibitors!  
Tweet us a photo from a booth in the exhibit hall.



Matthew Van Vleet  
@Aphex3D

Following

Hey @CASact from the #CASAnnual ISO booth!



18



Zhe Wang  
@tearsana

Follow

@casact #CASAnnual Thanks to our sponsors this year!





# 2018 CAS Annual Meeting On-Site Twitter Contest: Day 3



2018 ANNUAL  
MEETING

**SNAP TWEET WIN**



Follow us on Twitter @CASact and  
use the hashtag #CASAnnual

Chance to Win a \$100 Amex Gift Card Each Day! Here's how:  
Tweet us your photos using #CASAnnual

Tag us in your screenshot  
of the #CASAnnual Snapchat Filter!





# 2018 CAS Annual Meeting Post-Event

**215% increase** in Twitter engagement from  
2017 Annual Meeting to 2018 Annual Meeting

**103% increase** in Facebook engagement from 2017 Annual  
Meeting to 2018 Annual Meeting



# 2018 CAS Annual Meeting Social Media Campaign

November 11-14, 2018  
Caesars Palace Las Vegas  
Las Vegas, NV

#CASAnnual

