



2023 TEXAS GROUNDWATER SUMMIT

Hyatt Regency Hill Country • San Antonio, TX • August 29-31

SPEAKER PROMOTIONS

Thank you for participating in the 12th Annual Texas Groundwater Summit, hosted by the Texas Alliance of Groundwater Districts (TAGD). We appreciate your hard work and contributions to this conference, whether you're presenting cutting-edge research in a breakout session, or hashing out hot button issues in a panel discussion. So why not let others know about it? We've put together some tools and templates that you can use to spread the word about the Texas Groundwater Summit and your role in it.

Suggested language for email or newsletters:

The Texas Groundwater Summit is the premier groundwater event in the state, bringing together over 400 groundwater professionals over three days. The event provides a mix of expert presentations on all aspects of groundwater management, as well as networking opportunities for the groundwater community. You won't want to miss it! Learn more at www.texasgroundwater.org/summit.

TAGD's social media handles:

- Event hashtag: #txgroundwater2023
- Twitter: [@TXTAGD](https://twitter.com/TXTAGD)
- Facebook: [@texasgroundwater](https://www.facebook.com/texasgroundwater)
- LinkedIn: <https://www.linkedin.com/company/txtagd/>

Sample social media posts:

I am excited and honored to participate as a presenter at #txgroundwater2023! Join me August 29-31 at the [tag on appropriate platform - @TXTAGD/Texas Alliance of Groundwater Districts] Texas Groundwater Summit in San Antonio. More info: www.texasgroundwater.org/summit

Check out my presentation on [insert topic here] at this year's Texas Groundwater Summit, August 29-31 in San Antonio. More info from [tag on appropriate platform - @TXTAGD/Texas Alliance of Groundwater Districts] here: www.texasgroundwater.org/summit
#txgroundwater2023



2023 TEXAS GROUNDWATER SUMMIT

Hyatt Regency Hill Country • San Antonio, TX • August 29-31

As a #txgroundwater2023 speaker, I'll be sharing perspectives on [insert topic here]. I hope you can join me at the Texas Groundwater Summit this August. More info: www.texasgroundwater.org/summit

Speaker graphic template:

If you'd like to share a graphic on social media, we've made a template that you can customize. Click [here](#) to open the template in Canva (a free graphic design website), drag your headshot into the frame, and type in your presentation name. Or, for a non-personalized image that will still draw attention, click [here](#) to download a standard speaker graphic.

Tips for promoting your session:

- **Start spreading the word as soon as possible.** This will help build interest early, leading to greater exposure for you by the time of the event. You don't need to post heavily early on, but it's great to kickstart the excitement once your engagement is confirmed.
- **Make it your own.** The above templates are just ideas. Use a natural voice and engage with your social media followers to build a connection.
- **Include the official hashtag #txgroundwater2023** in your social media posts, session slides, and any other materials. Using the hashtag will ensure that attendees will see your posts and our team can more easily support your efforts.
- **One month out – step up your presence.** Start talking about what attendees can look forward to. When the event app launches in August, hype up your session on the discussion board.
- **Cross-promote with other presenters.** Are you presenting with others? Are you part of a panel? Any colleagues speaking in other sessions? Connect with them and help promote each other. They do call it *social* media, after all!
- **Post a few hours before your session starts** to create excitement.
- **Go multimedia.** Use slides, pictures, and video, especially during the event. The more interesting you can make your posts – both content-wise and visually, the more effective it will be for you.
- **Have a conversation and make connections.** Use a natural voice in your posts. And make sure you reply to others' posts when you can. You can build rapport and connections with your social media followers before and after your presentation.

Any questions?

Contact julia@texasgroundwater.org for all your promotional needs!