

WE Local Speaker Marketing Toolkit

Dear WE Local presenter,

Congratulations! We're excited to have you on board as a speaker at WE Local!

WE Local will bring together hundreds of attendees for an inspiring blend of workshops, networking events, presentations and a career fair so women in engineering can Meet Locally. Learn Socially. We hope our enthusiasm about your upcoming session is contagious and that you'll be inspired to share your upcoming presence at WE Local with your peers.

To help promote your session, we're proud to offer the following resources:

- News release template
- LinkedIn announcement language
- Suggested tweets
- Proposed Facebook posts

This toolkit is designed to help you make the most of your time at WE Local and share this amazing accomplishment with your contacts.

If you have any questions about this toolkit or are looking for promotional assistance outside of its contents, please contact marketing@swe.org.

See you at WE Local!

Twitter Sample Tweets

Please use #WELocal in your communications. If you tag @SWEtalk, we can respond and retweet your communications to our followers.

Tweet 1:

Looking forward to joining hundreds of women engineers at #WELocal! Join me for my session [INSERT SESSION TITLE] & @SWEtalk in [CITY], [DATE].

Tweet 2:

On [INSERT DATE], come see me present [INSERT SESSION TITLE] at #WELocal in [CITY] with @SWEtalk. Learn more: welocal.swe.org.

Tweet 3:

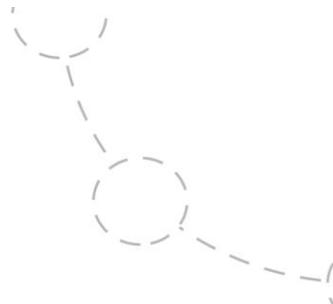
#WELocal is almost here! See me present [INSERT SESSION TITLE] with @SWEtalk on [INSERT DATE]: welocal.swe.org. #BeThatEngineer #ILookLikeAnEngineer

Tweet 4:

I'm helping women #BeThatEngineer with my presentation at #WELocal with @SWEtalk. Learn more: welocal.swe.org.

Tweet 5:

Join me at #WELocal #[CITY] to Meet Locally. Learn Socially. with hundreds of women in engineering and technology! #BeThatEngineer #Presenter @SWEtalk welocal.swe.org



Facebook Sample Facebook Posts

Please tag the Society of Women Engineers - SWE (by inserting the '@' symbol and typing 'Society of Women Engineers - SWE', a dropdown box with the proper tag will show up, select 'Society of Women Engineers - SWE') in your post.

Use the conference hashtag: #WELocal, whenever possible.

Pro Tip: Once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

Facebook Post 1:

I'm honored and excited to present at #WELocal #CITY this year! Join me for my [INSERT SESSION TITLE] on [INSERT DATE]. I hope to see you there. Learn more: welocal.swe.org.

Facebook Post 2:

#WELocal #CITY is a chance for women engineers to Meet Locally. Learn Socially. Join me on [INSERT DATE] for my presentation, [INSERT TITLE].

LinkedIn Sample Posts

Please tag the Society of Women Engineers - SWE (by inserting the '@' symbol and typing 'Society of Women Engineers - SWE', a dropdown box with the proper tag will show up, select 'Society of Women Engineers - SWE') in your post.

LinkedIn Post 1:

I'm honored to present [INSERT SESSION TITLE] at #WELocal #CITY! Join me for the Society of Women Engineers – SWE local conference and career fair! welocal.swe.org. #BeThatEngineer

LinkedIn Post 2:

Meet Locally. Learn Socially. at #WELocal #City, the Society of Women Engineers – SWE local conference and career fair! I hope to inspire hundreds of women engineers as a speaker! welocal.swe.org.



Press Release Template

[INSERT CONTACT]

[NAME] to Inspire at Society of Women Engineers Local Conference

[LOCAL CITY] – Local resident [INSERT NAME] will deliver a presentation at WE Local [INSERT CITY], the Society of Women Engineers' (SWE) local conference and career fair. [NAME] joins a roster of accomplished academics and professionals at the event which supports the advancement of women in engineering and technology. [NAME]'s presentation will take place on [INSERT DATE] at [INSERT TIME] at [INSERT VENUE].

[NAME]'s presentation, titled [PRESENTATION TITLE], will focus on [PRESENTATION DESCRIPTION]. The session will play a crucial role in providing a diverse array of development tools for women engineers with a range of backgrounds and experience levels.

[ADD A QUOTE HERE ABOUT WHY YOU'RE LOOKING FORWARD TO PRESENTING AT WE LOCAL].

SWE has a commitment to connecting women engineers with one another as well as organizations that seek their diverse skillsets. Registration for the WE Local conference, along with information about the full catalogue of educational and networking opportunities at WE Local, is available at welocal.swe.org.

About SWE

The Society of Women Engineers (SWE), founded in 1950, is the world's largest advocate and catalyst for change for women in engineering and technology. The not-for-profit educational and service organization is the driving force that establishes engineering as a highly desirable career aspiration for women. To ensure SWE members reach their full potential as engineers and leaders, the Society offers unique opportunities to network, provides professional development, shapes public policy and provides recognition for the life-changing contributions and achievements of women engineers. As a champion of diversity, SWE empowers women to succeed and advance in their personal and professional lives. For more information about the Society, please visit www.swe.org or call 312.596.5223.

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