



## PROMOTE YOUR PARTICIPATION IN THE CONFERENCE

We are relying on you to help educate others in your network about the value of attending **HR in Hospitality**. As a speaker, we request that you spread the word about your session. You can do this, and promote other conference features of your liking, in a combination of ways. We would be happy to assist you; contact us at [HRinHospitality@lrp.com](mailto:HRinHospitality@lrp.com). Additionally, we have provided a Promo Code below for you to use in your efforts that provides for a substantial discount. Here are some easy ways to do your part:

- Announcement on your company's website
- Email to your colleagues. If you have a large list of clients or contacts that you would like to promote your session to, we can help! Email us at [HRinHospitality@lrp.com](mailto:HRinHospitality@lrp.com).
- Announcement in your company's printed and/or electronic newsletter
- Blog post
- Press release
- LinkedIn  
 Post to your company's LinkedIn Group and join the **HR in Hospitality Conference** group. Then join existing discussions or start your own to share details of your session.
- Twitter  
 Please always use the conference hashtag: #HRinHosp. Suggested tweets to use with the discount offer:
  - Hear me speak on XX at #HRinHosp and save \$100.00 with Promo Code SPK18.
  - Don't miss my session on XX at #HRinHosp. Save \$100.00 with Promo Code SPK18.
  - Special discount to see me speak at #HRinHosp: Use Promo Code SPK18 to save \$100.00.
  - Join me at #HRinHosp where I'll be speaking about XX. Save \$100.00 with Promo Code SPK18.
- Facebook  
 Post to your organization's Facebook page and Like the **HR in Hospitality Conference** page to share details of your session.

Keep an eye on  
 your email for details on  
 a new Speaker Marketing  
 Tool to promote your  
 participation.

**Special Discount Offer for Your Colleagues**  
 Your colleagues can use **Promo Code SPK18** to save  
 \$100.00 when registering.



Don't forget to post the speaker badge to your company's website,  
 blog and even add it to your email signature!