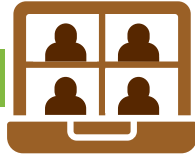


The American Phytopathological Society (APS) is hosting its annual meeting virtually this year – facilitating more connections across the globe between attendees! We’ve compiled best practices for your team to ensure that you get the most out of your meeting experience before, during and after each part of the event – whether you’re at home or in the office



Before the meeting begins

- **Register your team members individually**
- **Send your company information for your sponsor profile to Rhonda Wilkie by Friday, July 17**
 - o Company description (50 words)
 - o Logo + URL
 - o Your video conferencing URL for setting up appointments with attendees (e.g. Zoom link or Microsoft Teams link)
 - o Days/times your team will be available via the video conferencing URL
 - o Social URLs:
 - LinkedIn
 - Facebook
 - Twitter
 - YouTube
 - o Resources you’d like in your profile – this could include:
 - PDF’s and whitepapers
 - Links to product or educational videos
 - Landing pages where you can track conversions
 - Product photos
- **Download the “Eventsential” app, then find the “Plant Health 2021 Meeting” in it** – log in with your individual meeting registration credentials
 - o Make sure your company profile is accurate and has what it needs
 - o Get comfortable navigating the meeting platform – find the directory, see how messaging works, check out the schedule and plan for the upcoming sessions!
 - o Start setting up appointments with attendees
- **Clear your calendar** and task load during meeting days
- **Set your objectives and make a plan** for the meeting
 - o *What are you looking to get out of the meeting?*
 - o *Who do you need to connect with?*
 - o *Which sessions will you attend that are relevant to your business?*
 - o *How will you connect with attendees during those sessions?*
 - o Plan your follow-up with attendees, speakers and other professionals you meet
- **Get social and publicize your participation** in the meeting
 - o Tell your customers where to find you during the meeting and after – whether it be via the app, in a session, or via email
 - o Use the **attendee resources** available to you
- **Set up time for your team to connect with Brianna** – we’re here to answer any questions you have about the platform/upcoming meeting experience and give you your first glimpse at the platform



During the meeting

- Treat Plant Health 2021 Online as you would our in-person meeting:
 - **Be present** in the meeting experience
 - **Engage with presenters and attendees** in the sessions you attend
 - Ask questions!
 - Exchange information
 - Share your contact information as it aligns with responsible business practice
- Use the tools at your disposal to assure you connect with other attendees
 - **Be a part of Giveaway Friday** (August 6) – you select your giveaway prize and we'll promote it for you! Let Brianna and Rhonda know if you'd like to participate and what you'll give away those who participate will:
 - be promoted in the program before and during the meeting
 - have the giveaway item listed in their company profile
 - get more leads from the meeting
 - **Attend interactive networking sessions** – these are made for you and will be a welcomed break from the awesome technical content that will be available:
 - Micro-community sessions
 - Coffee, lunch, and energy breaks
 - Dedicated ePoster talks – connect with the authors!
 - **Message attendees** in the platform using the attendee directory and set up appointments! You'll have time before, during and after the meeting to make connections and follow up using the platform!
 - **Get social and tag us** – when you post about the meeting, be sure to #PlantHealth2021 so we can see what you're up to and learning. Plus, we'll be reposting all of the great content!
 - LinkedIn: <https://www.linkedin.com/groups/1813578/>
 - Twitter: <https://twitter.com/plantdisease>
 - Facebook: <https://www.facebook.com/AmericanPhytopathologicalSociety>



After the meeting

- **Follow up** with those you've connected with during the meeting
 - Use the attendee directory in the meeting platform
- **Leverage the meeting content** that will be available to your team for 12 months!
- **Stay connected with attendees** and our members by **joining APS** as an individual member and/or corporate member!
- **Advertise your products and offerings** with APS members throughout the year – contact us for more information or if you have questions
- **Stay tuned** for updates on Plant Health 2022!

As your team prepares for the meeting, contact us as you have questions or need assistance.
We look forward to your participation and we'll see you soon!

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