

9TH IOC

NEWS-SHARING

TOOLKIT

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supporting 9thIOC with social media marketing
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WELCOME

9th IOC is the biggest event in the orthodontics calendar, and it is coming soon!

October 4-6, 2020

Your members may have seen notices popping up on social media, or even on the organisers' website. As an organisation that is keen on keeping their members up to date with all that is important in the profession, you may have been thinking about including it in your communication yourself.

There's a lot of information out there, so to save you having to collate it all, here's a handy toolkit.

How to use this guide:

- **Inspiration**

Edit it and change it into a style your readers are familiar with

- **Knowledge base**

Save it on your desktop as a go-to guide to IOC links and dates

- **Ready to post**

Feel free to use it as a ready-to-use content: copy-paste-post

If you have any questions, we are here to support you.

Neil Hillyard

Director

Hilyard MacDonald

Supporting 9th IOC with Social Media Marketing



02 EMAIL

EMAIL / NEWSLETTER

Edit the text below, or use it as-is.

9th IOC is one of the more significant events in our calendar, and this year the conference will be bigger than ever.

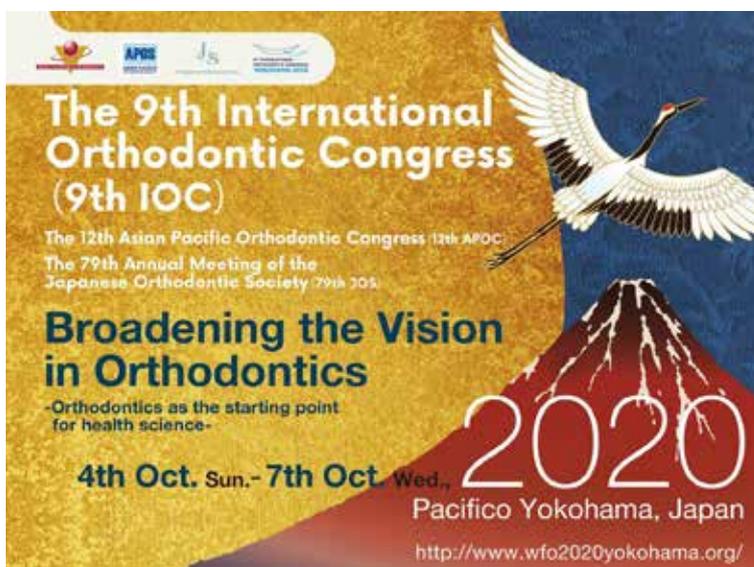
And, for the first time, it is fully virtual.

This means that the lectures are going to premiere as planned (October 4-6, 2020), and they are going to be made available on-

demand for almost a month after. What's more, we are getting 24/7 access to content and a chance to re-watch all the lectures.

With a packed Doctor's Program and Allied Health Professionals Program, there is a lot choose from. Registration is now open (have your membership details to hand).

Follow [this link](#) to get your tickets.



SHORTCUT

Full registration address:
wfo2020yokohama.org

For imageses, go to:
wfo2020yokohama.org/contents/toolkit.html

Remember to link the words **'this link'** with the destination address above!

03 FACEBOOK

FACEBOOK POSTS

Edit the text below, or use it as-is.

Post 1

9th IOC is going ahead as planned, but in a new format: it's all online. This means lectures viewed from the comfort of your home or office, access on-demand, in your own time zone. No travel and all the knowledge. Find out more at wfo2020yokohama.org

Post 2

Stay up to date with the latest industry news and events: @wfo2020virtual is bringing you the information that matters, including details about the upcoming #9thIOC. Stay tuned, stay in touch.

Post 3

Get the most of the world-class knowledge from the comfort of your own home or office. #9thIOC has gone fully digital and is coming to your screen this October. Registration is now open: wfo2020yokohama.org

HASHTAGS TO REMEMBER

#9thIOC

Add your organisation's # as well!

Comment, like & tag interested parties to promote the event.

03 FACEBOOK

FACEBOOK POSTS

Edit the text below, or use it as-is.

Post 4

This October you can get to the #9thIOC in a second. Just click a button and you're in! No packing, no delays, just the joy of being a part of the biggest orthodontic conference of 2020. Are you joining us?

Post 5

The turbulence of the pandemic have forced us change the way we do things, even when it comes to the way we seek knowledge and professional advancement. One example of such successful transformation is the #9thIOC taking place in October.

Originally, we were all invited to Yokohama, and thanks to the modern technology, we still are – just virtually. The congress is happening online. All the lectures and posters are going to be streamed directly to our screens. What's more, we are going to have 24/7 and on-demand access as well. It's a chance to embrace a new format, take part in a historical event and – digitally – immerse ourselves in the experience.

The hosts have collated a full agenda and are doing their best to make it a well-rounded event. Have you booked your ticket? Go to wfo2020yokohama.org

04 TWITTER

HASHTAGS TO REMEMBER

#9thIOC

Add your organisation's # as well!

Retweet & comment to promote the event!

EXAMPLE TWEETS

Edit the text below, or use it as-is.

Tweet 1

Follow #9thIOC to keep up with the latest news on the first virtual 9th International Orthodontic Congress.

Tweet 2

Over a 100 speakers, over 800 posters, all coming to a screen near you this October. #9thIOC, October 4-6, 2020. Find out more wfo.org/meetings/2020-the-9th-international-orthodontic-congress/

Tweet 3

The biggest event in our calendar this year is going virtual: are you joining us? #9thIOC

Tweet 4

Be in two places at once: attend the #9thIOC and stay safely at home. The fully digital conference offers you the best of both worlds. Are you joining us?

Tweet 5

In a time when you cannot visit the world, the world is coming to you. #9thIOC is fully digital, so you can immerse yourself in the experience, while keeping safe. Be a part of the experience.



05 RESOURCES

USEFUL INFORMATION

HASHTAGS

#9thIOC

FOLLOW THE CONGRESS ON TWITTER

@wfo2020virtual

STAY UP TO DATE: LIKE & FOLLOW US ON FACEBOOK

@9thIOC

WEBSITES

- **9th IOC**

wfo2020yokohama.org

- **Program**

wfo2020yokohama.org/contents/p_info_program.html

- **World Federation of Orthodontists (WFO)**

wfo.org/meetings/2020-the-9th-international-orthodontic-congress

- **Youtube link to videos**

Hillyard MacDonald

DATES TO REMEMBER

- **9th International Orthodontic Congress Virtual October 4-6, 2020**
- **Content on demand available from 7th October to 3rd November 2020**

**THANK YOU FOR SUPPORTING US
& WE LOOK FORWARD TO WELCOMING
YOUR MEMBERS AT THE 9THIOC!**

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