We are excited to have you speak at OGR's Annual Conference this May!

Help us demonstrate that this conference is a premier event within the funeral profession by promoting your involvement with posts to your social media channels, a note to colleagues or a badge in your email signature. We have compiled some resources below to make it as easy as possible. Feel free to personalize anything we have provided to be even more impactful to your network!

CONFERENCE WEBSITE

The landing page for the conference is **OGR.org/annual-conference.** We encourage you to include this in any messaging you send out.

SOCIAL MEDIA

The official conference hashtag is **#OGRAC23**. Be sure to include this in all of your conference messaging on social media. Like and follow us on **Facebook**, **Twitter** and **LinkedIn**. Images you can use along with your messaging are attached.

FACEBOOK PROFILES AND GROUP PAGES

FUNERAL PROFESSIONALS: I'll be presenting at @GoldenRuleFH's 2023 Annual Conference in Indianapolis May 2 - 4. **[add details about your topic here]** I'd love to see you there! Learn more and register at **OGR.org/annual-conference**!

[TIPS] Post often for maximum exposure. Let others know what they'll gain from attending. You can also drum up excitement about getting to be back in-person again after so long having to do nothing but virtual connections.

TWITTER

I will be presenting at #OGRAC23 May 2 - 4 in Indianapolis. Join me for my session on **[brief details about your session]**. Register now at **OGR.org/annual-conference**! @GoldenRuleFH

LINKEDIN

Join me at the @International Order of the Golden Rule's Annual Conference in Indianapolis, May 2 - 4! I will be presenting a session on **[brief details about your session]**. I hope to see you there! Register and learn more about #OGRAC23 at **OGR.org/annual-conference**.

EMAIL BADGE

We encourage you to add this badge to your email signature to promote your speaking engagement to everyone you communicate with. You can link the image file to **OGR.org/annual-conference**. A copy of the badge is attached.

PERSONAL WEBSITES / BLOG POSTS

If you maintain a personal website or blog, here are some idea starters for a summit-related post:

- Talk about your presentation and invite comments on your post.
- Have you published a book or other resource related to your presentation that readers might be interested in?
- Is your topic currently being debated, perhaps in relation to what the changing consumer? Open up the debate early!
- Create a contest or incentive for people who read your content and then attend your session.

You can also create a video. Nothing is more compelling than seeing and hearing someone passionate about their topic. You can submit your video to OGR for us to share on our own properties by emailing it to Marketing Director Corey Glenton at **CGlenton@OGR.org**.

PRESS RELEASE

FOR IMMEDIATE RELEASE

[Your name] will speak on **[your topic]** at an international conference May 2 - 4.

[Details about yourself, your session, how it is immediately applicable to attendees]

The conference is organized by the Order of the Golden Rule, a trade association representing independently owned and operated funeral homes throughout North America and abroad that share common goals of exemplary service, uncompromising care and compassion to families in their time of need. For more information, contact OGR at 800.637.8030, or visit **OGR.org/annual-conference**.

# # #

[TIPS] Send this to your company/organization press office for internal publication and for submission to local business publications or mainstream news outlets. Be sure to include the closing paragraph about the conference and OGR. Logos for OGR and the conference are attached for you to include when contacting reporters.

SLIDE TEMPLATE

If you plan to use a slide deck during your presentation, we have created a branded template you can utilize. Use of the template is not required, but is highly encouraged to help give a uniform look to the conference. You will find that attached as well.

Session Title

Speaker Name
Speaker Organization

Web: OGR.org
Email: info@ogr.org
#23acOGR