








Dear Conference Speaker,

We are excited that you will be joining us October 8-11 in Cincinnati for the ACR Annual Conference! We encourage you to take advantage of some free marketing tools to help promote the Conference.

Content:

-  **Conference email template**
-  **Social Media Tools**
-  **Social Media Session Highlight Sign up Sheet**
-  **Press release template**
-  **ADRHUB.com Promotional Opportunity**

Thank you in advance for helping us make this year's Conference a success! If you have any questions or would like to request any further materials or information, please contact Monique Crowder at mcrowder@acrnet.org.

Sincerely,

Nancy Flatters, Kim Bunker, and Bryan Hanson
2014 Conference Tri-Chairs



Dear [Colleague or Colleagues or Insert Name]:

I wanted to let you know about the ACR Conference coming up October 8-11 in Cincinnati, Ohio. It is a fantastic event with many terrific workshops! [Insert co-presenter names] and I are presenters at a session entitled, [Insert session title]. [Insert short session description].

The Conference features over 90 educational sessions, many networking opportunities, numerous skills training sessions, and a Keynote address delivered by Tim Wise, a prominent anti-racist writer, educator, consultant and advocate.

Other special events in Cincinnati include

- International Day
- Community Mediation Day
- EPP@ACR
- Healthcare Narrative Mediation Certification
- Conflict Coaching Training
- Congregational Conflict Workshop
- Elder Decision-Making & Advanced Practitioner Family Mediators' Retreat
- New Voices – Emerging Professionals Presentations
- Youth Day

Tell your friends about it. To read about the conference, go to the following link:
www.acrannualconference.org. Hope to see you there!

Sincerely,
[Your name and information]



We hope to see you at the ACR Annual Conference in October! Please help us make the Conference a great success and bring attention to your upcoming session by following our social networks, posting a note about your session on our pages, and sharing content about the Conference!



www.facebook.com/AssociationforConflictResolution



ACR: www.twitter.com/acrgroup

ACR Conferences: www.twitter.com/acrconferences

Conference hashtag: #ACR2014



www.linkedin.com/groups/ACR-2889678

(or search “ACR” in groups)



www.youtube.com/user/AssocConflictRes



www.pinterest.com/acrgroup

Here are some sample tweets to help get you started:

- ☛ Make sure you join the @ACRgroup LinkedIn group to join the conversation about the ACR Annual Conference www.linkedin.com/groups/ACR-2889678 #ACR2014
- ☛ Looking forward to presenting at the @ACRconferences #ACR14 conference at the Cincinnati @Hilton this October! <http://ow.ly/hivtM>
- ☛ Check out the agenda for #ACR2014 Annual Conference, I'll be presenting on {date} <http://www.acrannualconference.org/program.html>

Or email your content to Monique Crowder at mcrowder@acrnet.org to share on the ACR pages!



Would you like to have your Conference session highlighted on ACR's Facebook and Twitter to thousands of followers? Fill out the form below and return it to Monique Crowder at mcrowder@acrnet.org to be featured:

Name: _____

Co-Presenters: _____

Name of Session: _____

Date and Time of Session: _____

Brief Description/Teaser (1-2 sentences):

Your Facebook page: _____

Your Twitter handle: _____

Feel free to include a photo or video to make the post more interactive!



FOR IMMEDIATE RELEASE

CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]

[INSERT DATE]

[Insert Your Name] to Present a Session at the Association for Conflict Resolution's 14th Annual Conference

Conflict Resolution practitioners from all around the world will be convening in Cincinnati, Ohio for the 14th Annual Association for Conflict Resolution (ACR) Annual Conference. The Conference promises to be a stimulating and educational event for all professionals in the mediation and alternative dispute resolution field. The four-day event takes place October 8-11, 2014, and features over 90 informative educational workshops, numerous skills training sessions, and an inspiring Keynote Address delivered by Tim Wise, a prominent anti-racist writer, educator, consultant and advocate.

[Insert Your First and Last Name], [Insert Your Title], at [Insert Your Company] will be presenting a session at the conference titled [Insert Your Conference Session Title] on [Insert Date of Your Session]. [Insert Short Session Description Here].

"The ACR Annual Conference is a great opportunity to expand your network and learn pertinent skills for solving conflicts in a variety of ways", says [Insert Your Last Name].

ACR is a professional organization enhancing the practice and public understanding of conflict resolution and is the nation's largest professional association for mediators, arbitrators, educators and other conflict resolution practitioners. ACR works in a wide range of settings throughout the United States and around the world.

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RAISE AWARENESS OF YOUR WORK & THE CONFERENCE

ACR is once again teaming up with ADRhub.com to promote the conference and the wonderful presentations and panels each of you are giving this year.

Just like last year, we are inviting all presenters and panelists to write a short article/blog (approximately 300-600 words) about your session. It should be different from the abstract you submitted in that it should entice people to attend your session while it also should be informative to stand on its own- it shouldn't be just an obvious advertisement. For example, if your presentation is talking about trust in mediation, your article will cover a something on the issue and give the reader a takeaway from it- it wouldn't simply say trust is important and come to the session to learn about skills on how to build trust.

This is intended to be a fun and easy way to raise awareness of your work. If you are not sure about it, have a look at some of the great writings people did last for last year's conference linked below. If you have questions, feel free to reach out to Jeff Thompson at mediator.jeff@gmail.com.

What we ask each of you is to send in by **June 15th:**

- your article
- a small profile photo of yourself
- a 100 word bio
- the title, date, time, room of your session

Examples of blog posts from the 2013 ACR Annual Conference:

- [ODR: Online Dispute Resolution](#)
- [Building Emotional Intelligence: A Grid For Practitioners](#)
- [Trust Me or I'll Kill You! What do Mediators mean by "Trust?"](#)