

## ACPA's Virtual Annual Meeting

- **Overview**
  - ACPA's Annual Meeting is a scientific meeting for professionals in the cleft and craniofacial field.
  - Registration Cap: 1000
  - This is an offer that is heavily advertised to members as a benefit (reduced member cost). This is ACPA's largest program and part of the education and outreach initiative.
- **Goals**
  - 800+ attendees
    - 150+ first time
  - Exhibitors/Sponsor Goal
    - Sell all spots
- **Target Market**
  - ACPA Members
  - Other professionals in the cleft and craniofacial field
- **Features** (facts about the program or event)
  - Up to 44 hours of continuing education credits
  - Social events and other networking opportunities
  - Meet with exhibitors and sponsors
  - Keynote Speaker
  - Pre-Conference Symposium
- **Benefits**
  - Attendees will explore advances in research, clinical and team-driven care in every session
  - Sessions will help emerging leaders hone their skills and strengths in their current role
  - Attendees can network with other professionals across multiple disciplines
    - Over 33 disciplines
  - Networking activities will cultivate lasting peer-to-peer relationships that will support participants throughout their career
  - Connect with solution providers
- **Competition**
  - Internal
    - Team Approvals
  - No external competition
- **Is there a marketing budget**
  - n/a
- **Important Dates to Communicate**
  - Registration opens 1/25
  - Registration closes day of meeting
  - Registration closes 4/29
  - Early bird registration ends February 28
- **Cross Promotional Items**
  - Fundraising Campaign
  - Membership

- If you join, you get discount

## **EXECUTIVE SUMMARY**

The American Cleft Palate-Craniofacial Association (ACPA) is a non-profit (501(c)(3)) association of interested individuals and healthcare professionals who are interested in clinical care and research advancements for those affected by cleft and craniofacial conditions. This document was made in response to the identified need to communicate directly with the various segments of the professionals in ACPA's audience.

## **GOALS**

- 800+ (paid) total attendees
  - 150 first time
- Sell out all Sponsorship and exhibitor spots
- Promote the value of the Annual Meeting to key audiences of members and exhibitors.

## **AUDIENCE SEGMENTS**

- Members
  - Student
  - Life
  - Regular
- Non-Member

## **SUB-SEGMENTS**

- Discipline

## **MARKETING CHANNELS**

- Word of mouth
- ACPA Website
- E-mail
- Direct Mail/Postcard
- Social media

## **CHALLENGES TO ADDRESS**

- Cost of ACPA meeting registration vs. perceived value
- Limited staff resources to dedicate to marketing

## **KEY MESSAGE POINTS BY AUDIENCE**

In addition to unique messaging based on their audience type, communications with all audiences should reflect ACPA's Values:

- Collaboration
- Community Support
- Education
- Innovative Research
- Interdisciplinary Team Care

### Active/Life Members

- Community/Network and Education:
  - Be a part of a well-respected and supportive conference of 800+ professionals who specialize in cleft and craniofacial care.

- Find solutions to your toughest professional challenges and learn from fellow colleagues
- Attendees will explore advances in research, clinical and team-driven care in every session
- Sessions will help emerging leaders hone their skills and strengths in their current role
- Attendees can network with other professionals across multiple disciplines
  - Over 33 disciplines
- Networking activities will cultivate lasting peer-to-peer relationships that will support participants throughout their career
- Connect with solution providers
- Mentor the next generation of cleft and craniofacial care providers
- Professional Development:
  - Grow your leadership skills by joining a Special Interest Group
  - Discipline Forums are also available to members and committee service opportunities.

### Student Members

- Community/Network and Education:
  - Be a part of a well-respected and supportive conference of 800+ professionals who specialize in cleft and craniofacial care.
  - Find solutions to your toughest professional challenges and learn from fellow colleagues
  - Attendees will explore advances in research, clinical and team-driven care in every session
  - Sessions will help emerging leaders hone their skills and strengths in their current role
  - Attendees can network with other professionals across multiple disciplines
    - Over 33 disciplines
  - Networking activities will cultivate lasting peer-to-peer relationships that will support participants throughout their career
  - Connect with solution providers
- Professional Development:
  - Grow your leadership skills by joining a Special Interest Group
  - Discipline Forums are also available to members and committee service opportunities.
  - Learn from experts in cleft and craniofacial field/join mentorship program

### Non-Members

- Community/Network and Education:
  - Join the community for professionals in your field
  - Be a part of a well-respected and supportive conference of 800+ professionals who specialize in cleft and craniofacial care.
  - Find solutions to your toughest professional challenges and learn from fellow colleagues
  - Attendees will explore advances in research, clinical and team-driven care in every session
  - Sessions will help emerging leaders hone their skills and strengths in their current role
  - Attendees can network with other professionals across multiple disciplines
    - Over 33 disciplines

- Networking activities will cultivate lasting peer-to-peer relationships that will support participants throughout their career
  - Connect with solution providers
  - Mentor the next generation of cleft and craniofacial care providers
- Professional Development:
  - Grow your leadership skills by joining a Special Interest Group
  - Discipline Forums are also available to members and committee service opportunities.