



## Marketing Your District Fall Conference

### Before you begin promoting:

All district meetings are listed on the [district meetings webpage](#). If your district has incorrect information listed, please contact [Miranda Dickson](#) at TLA as soon as possible and she can update that page

Make sure that the **district webmaster** has updated the district's webpage to add information about the event, speakers, registration fees, etc.

Mary Seaman, TLA's registration coordinator, is getting all the district meetings set up in the [Members Only](#) section of the TLA website. Once your district is set up and ready, you can begin promoting registration. Members will need to register through the Members Only section of the website.

### To promote your meeting:

If you have a **social media** account for your district, promote your meeting date and location and tag TLA in your Facebook or Twitter posts. TLA will repost/retweet your post. *(If you have a social media account that TLA does not have access to, please contact [Miranda Dickson](#) and send her a link.)*

TLA's **listservs** are another way to get information out about your district meeting. Because the listserv postings do go into emails, we respectfully request you limit the amount of postings you do for the meeting.

**Encourage** officers and other members to share the invitation with their professional networks via social media, LinkedIn, emails, phone calls etc.

We aren't all artists, so if you are looking for a way to present you meeting info without using Word, [Canva](#) is a great free website available to use. Canva offers thousands of design templates for you to use.

Encourage TLA members to bring a non-member to a district meeting. TLA membership and conference registration will open at the beginning of September and can be promoted during the district meetings. All are welcome to become members, and attend conference!

If you have questions about sponsorship for district meetings, contact [Cindy Boyle](#).

*TLA staff will not be able to send out mass emails or create graphics for district meetings.*

Questions? Please contact [Cassandra Sanchez-Barrera](#).