**Sample Email Copy:**

*Customize the message below to send to your contacts who may be interested in attending ATIA 2021: AT Connected.*

**Subject Line:** Join Me at ATIA 2021: AT Connected

Dear [contact name],

I will be speaking at [ATIA 2021: AT Connected](http://www.atia.org/atconnected), January 25-28 and February 1-4, 2021, and I hope you will join me there!

Attend my session [session title] on [session date] to learn about [insert description of your session].

In addition to my session, there are over 150 live and on-demand sessions for you to choose from, some that will be available as early as October. Each aspect of the virtual event is flexible for you. You select how much content you watch live and on-demand afterward, and even how much you are going to spend on registration. ATIA created options for everyone and every budget.

ATIA 2021 is an excellent opportunity for your professional development. As a conference attendee, you are eligible to earn IACET CEUs and specialist CEUs – all while building your knowledge and expanding your network.

I encourage you to explore their website to learn more about the event and options available for you.

[Registration](http://www.atia.org/register21) is open now. I hope to connect with you at ATIA 2021!

Sincerely,

[Email Signature]

**Sample Social Media Posts:**

*Customize your social media posts to promote your involvement at ATIA 2021. Need a hashtag? Use #ATIA2021.*

**Sample Post #1**

I am excited to be speaking at #ATIA2021, January 25-28, February 1-4, 2021. I encourage you to register and to attend my session, [SESSION TITLE], on [DATE] to learn more about [TOPIC]. [www.atia.org/atconnected](http://www.atia.org/atconnected)

**Sample Post #2**

Looking for the latest in [SESSION TOPIC]? Attend my session at #ATIA2021 where I’ll be speaking on this topic. [www.atia.org/atconnected](http://www.atia.org/atconnected)

**Sample Post #3**

I can’t wait to present my #ATIA2021 session [SESSION TITLE] on [SESSION DATE]. I encourage you to register today and join me there! [www.atia.org/atconnected](http://www.atia.org/atconnected)

**Graphics Suite**

*Save the images below to add to your emails and posts.*

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