

# 2026 Annual Meeting in Denver

## *Marketing Plan*

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### Cross-Functional Teams Involved:

- Marketing Strategy/Content – Craig Ruvere
- Event Logistics/Management – Elizabeth Jones
- Creative Direction – Elizabeth Marzocco
- Website Management – Jalene Kaiser
- Webinars/Video Production – Mary Gluckle

### Project Summary:

This detailed plan emphasizes the Denver Annual Meeting and the integration of our 10th Anniversary into our marketing strategy.

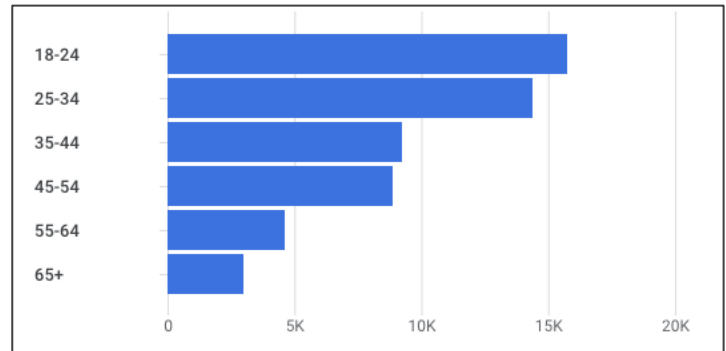
This event is an opportunity to celebrate this significant milestone. In marketing, recognizing achievements like this, with careful attention to detail, can enhance engagement, as everyone wants to be part of such a momentous occasion.

### Target Audience:

Data from LinkedIn and Google reveals that our online audience primarily comprises junior and mid-level professionals, rather than senior-level executives. This insight suggests that we should focus on developing content that addresses the specific challenges and aspirations of these individuals, such as **career advancement, skill development, and networking opportunities**.

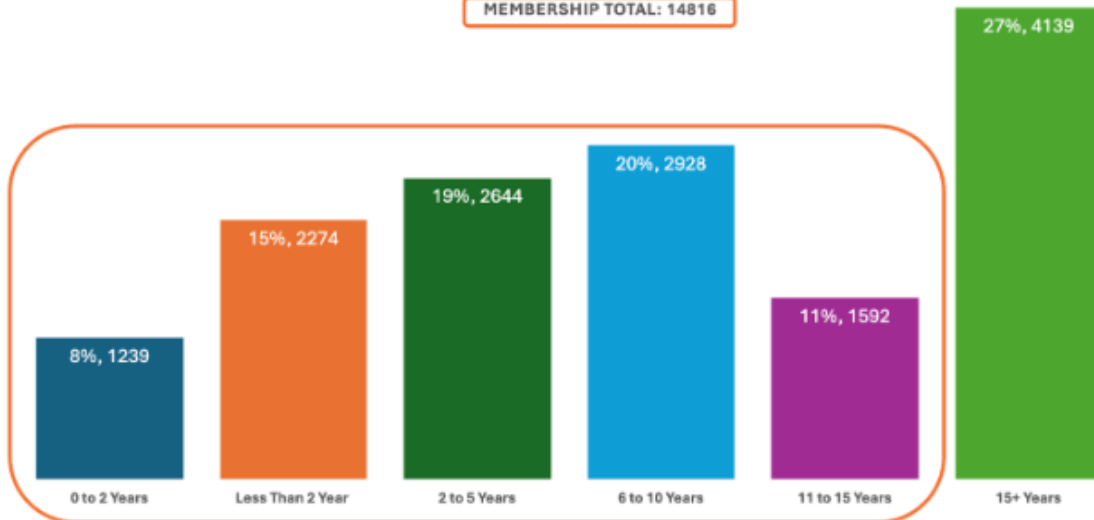
Furthermore, our communication methods should align with their preferences by incorporating engaging formats such as webinars, podcasts, videos, and interactive social media posts. This approach fosters a relatable and supportive environment that feels modern and fresh.

Seniority (YTD)	Years of Exp.	Total views
Senior	8-12 years	13,768
Entry	0-2 years	6,239
Director	10-15 years	6,237
Manager	5-8 years	1,690
VP	12-20 years	1,664
CXO	15+ years	797
Owner	Varies	523
Training	Varies	512
Partner	Varies	214
Unpaid	Varies	61



This graphic about our membership from Jason (below) supports what LinkedIn and Google are informing us about our audience.

OVERALL MEMBERSHIP BY YEARS OF EXPERIENCE  
MEMBERSHIP TOTAL: 14816



## Pre-Show and Registration Marketing:

### ***Super Early Bird (July 31 – August 31)***

#### **Audience:**

Deal-Driven Deciders – Planners and loyal past participants who don't like turning down a good deal.

#### **Channels:**

- LinkedIn posts (targeted to high-level executives/industry), emails, newsletters.

#### **Tactics:**

##### **Leverage Urgency and Scarcity**

- “Only X Days Left” Video Clips: Create short, animated videos for LinkedIn and email footers that visually count down the days until registration closes.
- Progress Tracker: Post updates such as “50% of Super Early Bird spots are gone!” to create a sense of urgency.

##### **Tap Into Social Proof**

- Past Attendee Testimonials: Share quotes that highlight the value and explain why early registration worked for past attendees.
- “Who’s Already Coming” Teaser: Feature industry leaders or well-known companies that have already registered to generate interest.

##### **Segment and Personalize Outreach**

- Budget-Savvy Segment: Emphasize ROI, cost savings, and the advantages of budget approval in targeted messaging for this group.
- Loyalty List: Send a personalized email to returning early attendees saying, “Thank you for joining us again – here’s your best rate.”

##### **Incentivize Early Sign-Ups**

- Giveaway Drawing: Enter anyone who registers during the Super Early Bird period into a drawing to win a VIP networking session or panelist opportunity.
- Extra Perk: Offer early registrants “first access” to select breakout sessions or networking events before they are open to the general public.

## **Expand Channels**

- Industry Partner and Volunteer Cross-Promotion: Request partner organizations, sponsors, and volunteers share the registration link in their newsletters.
- Community Forums and Groups: Share information in relevant LinkedIn groups, MedTech/Pharma association pages, and niche online communities.

## **Visual Storytelling**

- Cost Comparison Graphics: Display a side-by-side comparison of what someone pays now versus later.
- Behind-the-Scenes Posts: Showcase the event planning process to build excitement and instill a FOMO (fear of missing out) feeling.

## ***Early Bird (September 1 – October 21)***

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### **Audience:**

Value Seekers – Budget-conscious professionals still looking for a discount.

### **Channels:**

- LinkedIn posts/targeted posts, LinkedIn Ads, Google Ads, emails, newsletters, Fierce advertising opportunities, other applicable organizations.

### **Tactics:**

#### **Use Momentum From Super Early Bird**

- "Missed the Biggest Deal? Here's Your Next Best Chance" email campaign.
- Share quick win stories from attendees who already registered—short quotes, photos, or LinkedIn posts showing excitement.

#### **Build Thematic Content Weeks**

- Speaker Week – Feature keynote speakers with engaging bios and quotes.
- Networking Week – Share photos, stats, and testimonials about past networking successes.
- Learning Week – Highlight workshops, panels, and hands-on sessions.

#### **Incentivize Decision-Making**

- Early Bird Raffle – All registrations during this period get entered to win a free hotel night, upgraded seating, or an exclusive meet-and-greet.
- "Bring a Colleague" Deal – Discounted pair pricing only during Early Bird.

### **Expand Social Proof**

- Create LinkedIn carousel posts featuring company logos of already registered organizations.
- Publish mini attendee spotlights (who they are, why they're coming, what they look forward to).

### **Optimize Digital Targeting**

- Run LinkedIn retargeting ads to people who engaged with Super Early Bird content but didn't register.
- Use lookalike audiences based on past attendee lists for Google and LinkedIn ads.

### **Add Interactive Engagement**

- Launch a LinkedIn poll asking, "Which session are you most excited for?"—link responses to registration.
- Create a quiz or ROI calculator showing potential career or business benefits of attending.

### **Keep the Clock Ticking**

- Weekly countdown posts in multiple formats: static graphics, short videos, or stories.
- Add a dynamic countdown timer in email footers and on the event webpage.

### **Visual Storytelling**

- Cost Comparison Graphics: Display a side-by-side comparison of what someone pays now versus later.
- Behind-the-Scenes Posts: Showcase the event planning process to build excitement and instill a FOMO (fear of missing out) feeling.

### **Standard Rate (October 22 – November 30)**

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#### **Audience:**

Late-Planners – Professionals who wait until logistics are finalized before committing.

#### **Channels:**

- LinkedIn posts/targeted posts, LinkedIn Ads, Google Ads, emails, newsletters, Fierce advertising opportunities, other applicable organizations.

## **Tactics:**

### **Make the Event Feel “Fully Real”**

- Interactive Agenda Planner – Let visitors filter sessions by topic, speaker, or date to customize their plan. Provide a planner or tool.
- Venue Walkthrough Video – Show the meeting rooms, expo hall, and networking spaces to help attendees visualize themselves there.
- Speaker “Top Tip” Posts – Short videos or quotes from keynote speakers previewing what they’ll share.

### **Address “Last-Minute” Barriers**

- Travel and Accommodation Guide – Share hotel information and discounts, nearby restaurants, and travel tips to make booking and navigating easy.
- Approval Email Template – Give attendees a ready-to-use letter for getting employer approval.
- “Bring a Colleague” Incentive – Offer a small discount or perk for adding a second registrant.

### **Leverage Social Proof and FOMO**

- “Who’s Attending” Graphics – Feature attendee demographics or notable companies (sponsors; speakers).
- Live Registration Counter – “Over X professionals have secured their spot.”
- Final Speaker Announcement – Reveal any last additions to the program as a hook to register now.

### **Retarget and Remind**

- Dynamic Retargeting Ads – Show the exact sessions or speakers a visitor viewed on your site.
- Countdown Email Series – “30 days left... 15 days left... 7 days left.”

### **Visual Storytelling**

- Cost Comparison Graphics: Display a side-by-side comparison of what someone pays now versus later.
- Behind-the-Scenes Posts: Showcase the event planning process to build excitement and instill a FOMO (fear of missing out) feeling.

### **Late Rate (December 1 – March 2, 2026)**

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## **Audience:**

Procrastinating Planners – Professionals who delay until the last possible moment.

### Channels:

- LinkedIn posts/targeted posts, LinkedIn Ads, Google Ads, emails, newsletters, Fierce advertising opportunities, other applicable organizations.

### Tactics:

#### Maximize Urgency

- Countdown Clocks Everywhere – Add live timers to your website, email headers, and event ads showing days/hours until rate increases or the event.
- “Seats Are Filling Fast” Alerts – Share when certain sessions or workshops are nearing capacity.
- Weekly “Final Call” Emails – Move from weekly, twice weekly, daily as you get within 7 days.

#### Address Approval and Logistics Barriers

- Quick Approval Kit – One-page PDF with benefits, ROI, and total cost breakdown for easy manager sign-off.
- Fast Travel Booking Links – Curate hotels and transit tips for easy last-minute booking.
- Corporate Group Bundles – Make it easy for teams to register together, possibly with a “final week” bonus perk.

#### Use Social Proof to Push Action

- “Look Who’s Joining” Posts – Share company logos and attendee spotlights to trigger FOMO.
- Past Attendee Highlights – Short video or quote: “I almost didn’t go, but it was the best decision I made all year.”
- Speaker Countdown Series – “Speaker Spotlight: 10 days until Dr. Smith takes the stage.”

#### Go Heavy on Retargeting

- Behavior-Based Ads – Target people who opened but didn’t click registration emails.
- Agenda-Based Retargeting – Show ads featuring the specific sessions they viewed online.

### Create Final Incentives

- Last-Chance Perks – Offer an exclusive networking reception invite for those registering in the last month.
- Bonus Content Access – Give late registrants early access to session recordings or slides.

### Lean Into Emotional Triggers

- “Don’t Miss Out Until Next Year” messaging to highlight the long wait if they skip.
- Career-Impact Hook – “Your next big opportunity could be in the room—don’t miss it.”

### Onsite Rate (March 2, 2026)

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#### Audience:

Last-Minute Locals – For those in the host city or nearby who decide to come without advance planning.

#### Channels:

- LinkedIn posts/targeted posts, LinkedIn Ads, Google Ads, emails, newsletters, Fierce advertising opportunities, other applicable organizations.

#### Tactics:

##### Create Buzz in the Final Weeks

- Behind-the-Scenes Set-Up Photos – Build anticipation by showing progress at the venue.
- Mini “Why I’m Attending” Video Series – Quick testimonials recorded on phones from confirmed attendees.
- Guide to navigating the annual meeting – this information should be pulled from the annual meeting guide.

### Onsite Marketing Engagement Ideas:

1. Create an annual **meeting booklet/guide** for attendees, particularly first-time participants, who may be unsure how to navigate the event. This guide should offer insights on how to maximize their experience, along with suggested schedules and plans.



- a. Additionally, it should include a map to help them locate important areas within the venue.
  - b. We can sell advertising space in this guide to help cover production costs.
  - c. We also need to develop an editorial plan to ensure that the messaging and content focus on enhancing the member experience.
2. Have a **Get to Know** MAPS booth (replacing the lounge and near other exhibitors) to help promote MAPS membership opportunities and networking.
  - a. The MAPS **textbook** should be for sale at this booth.
3. **Q&A with a Professional:** During lunch or a reception, we could implement a "speed dating" style session where volunteers can ask individual questions of a seasoned Medical Affairs professional, adding incredible personal value.
4. **Career Fairs** can provide revenue and valuable opportunities for attendees and organizations to connect with numerous candidates under one roof.
5. On the first day of the annual meetings, host a **New Attendee** breakfast to assist those attending alone who may not have any connections. This event will provide an opportunity for networking before the main event begins, thereby supporting MAPS' mission to connect professionals with one another.
  - a. We can even survey the group asking them what can MAPS do to further support them? What are their challenges/pain points, and what resources are necessary. Maybe it's someone like Mary walking around and asking questions for a more casual feel.
6. Host a **Volunteer Recognition** event, featuring an evening reception with drinks, a piano player, and elegant appetizers. This event provides an excellent opportunity to unite the volunteers after the FAWG to CT transition and acknowledge their accomplishments. There will be brief speeches by DL, Anne, and Charlotte. A branded giveaway (suggested idea below) will be determined and fulfilled by an offsite company after the event.



#### Bamboo Mug Warmer with 8 oz Ceramic Mug

Item number: RFGMB-QNVUK

The Bamboo Mug Warmer with 8 oz Ceramic Mug, powered by USB, keeps beverages warm at up to 131 degrees F (55 degrees C). Crafted of eco-friendly bamboo, it has a built-in MCH ceramic heating element for efficient heating and the bamboo base ensures circuit protection. Includes a 3.3 ft USB to USB Type-C cable. Hand wash ceramic mug and spot clean bamboo lid and base. FCC certified. Drinks enjoyed at the perfect temperature with this environmentally conscious and technologically advanced solution. 4.625" L x 3.875" W x 3.5" H

Colors: White

Decoration Information: Screen, Laser Engrave. 1.25" W x 1.5" H; Side 1 imprint area. 1.25" W x 1.5" H; Side 2 second imprint area.

## Foundations Re-Release:

1. Set up a **Foundations booth** where live demonstrations can take place. Visitors will have the opportunity to sign up for courses and ask specific questions to a MAPS staff member. An Appointment Scheduling Tool will allow attendees to book time at the booth in advance.
2. Offer engaging and **interactive touchscreens** featuring quick quizzes that illustrate the seven domains of the MAPS Competency Framework.
3. Provide **giveaways or Learning Tokens**, such as bonus infographics, guided worksheets, or MAPS-branded notebooks that reinforce the benefits of the courses.
4. Consider hosting the first **Foundations LIVE** course, where faculty and content creators will be available to answer questions and lead discussions. Offer a discounted rate for those who attend the LIVE course and subsequently enroll in the complete program, showcasing the features and benefits of the full program.
  - a. Another idea is to host short **micro-presentations** titled “Foundations in Medical Affairs: What to Expect” throughout the day. Each presentation can include a brief Q&A session and immediate sign-up options.
5. Send **pre-show invitations** targeted at early-career professionals in Medical Affairs through emails and LinkedIn posts inviting them to the LIVE course.
6. Include information and advertisements in the **meeting program** that direct people to our website or the LIVE course.
7. Highlight the Foundations program on **eShow** and other Denver Annual Meeting website pages.
8. **Train staff and registration personnel** on key talking points, emphasizing how this program fits early-career professionals, how it supports the onboarding of new hires, and how it assists leaders in upskilling their teams. Stress the benefits of modular learning and the discounts available to MAPS members.

## MasterClass:

1. Send **targeted emails** to previous MasterClass attendees, offering them a “friends and family” discount if they refer someone else (limited to one referral). Previous attendees are now influencers, which can lead to higher conversion rates.
2. Have Jason compile lists from **MasterClass topics by interest** and send them to individuals whose interests match from YM.
3. Create a **teaser video** for the MasterClass that showcases its features and benefits, illustrating what the overall experience will look like. This video should help potential attendees understand what to expect.
4. Develop **images and narratives for social media** to share with speakers, ensuring better control over the messaging.
5. Promote **discounts for registering** for the MasterClasses AND the annual meeting.
6. LinkedIn posts/targeted posts, LinkedIn Ads, Google Ads, emails, newsletters, Fierce advertising opportunities, other applicable organizations.

## 10 Year Anniversary:

1. Launch a “10 Years of MAPS” storytelling series—highlight past impact, alumni testimonials, transformative milestones.
2. Ribbons, badges, and pins for volunteers indicating how many years they have been with MAPS.
3. Commemorative takeaway items featuring the 10-Year Anniversary logo—something easily transportable.
4. Graphics that display a MAPS timeline, showcasing our member growth and significant milestones.
5. Company trivia to be used onsite and through social media polls, possibly accompanied by a contest or raffle for a free textbook.
6. A “signature wall” at the event where attendees can write messages of congratulations and appreciation for MAPS.
7. MAPS Hall of Fame to highlight those who have been with the organization since its inception (or early on).

8. Message from the CEO or CMO about our milestone and future. This can be used on social media and in newsletters to humanize the organization and encourage new members to join our group.

### Assets Needed:

1. Develop images and narratives for social media to share with speakers, exhibitors, and volunteers ensuring better control over the messaging. Artwork – Elizabeth; Narrative – Craig.
2. Teaser videos showcasing the features and benefits of MAPS events. Highlight a bit of Colorado and support how we've "come home" for our 10<sup>th</sup> anniversary. Video – Mary/Elizabeth; Narrative – Craig.
3. LinkedIn header featuring the branding of the 2026 annual meeting. This will be changed on the main MAPS LinkedIn page and can be shared with MAPS' staff and Volunteers to update their personal pages for better advertising.
4. Invitation graphic for the Foundations LIVE course/mini sessions.
5. Email signatures that promote the Denver meeting. Artwork – Elizabeth; Implementation – Jalene.
6. Newsletter imagery – several versions to keep things fresh. Artwork – Elizabeth; Narrative – Craig.
7. Create a series of blog posts focusing on the event. Highlight the mission of MAPS and its 10-Year Anniversary, along with the overall objectives of the annual meeting. Outline what attendees can expect during the event. Conduct interviews to feature spotlights on long-standing members of MAPS.

### Post-Show Communications:

- Opportunity for all 2026 annual meeting attendees to sign up for Foundations with a **discounted rate** for attending the meeting.
  - Target this communication to early career Medical Affairs professionals, not the entire list.
- General Communication – Thank you for attending and offer the **textbook for sale** at a discount rate for attending. I believe the maximum code we can obtain from the publisher would be 40% off – I recommend 25%.
- Encourage attendees to subscribe to our newsletter and enroll in membership, highlighting the features and benefits.