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NAA Student Housing Conference & Exposition 2017 Customizable Toolkit - Speakers

About the toolkit --

Customizable email:

We ask that you please send this email to three contacts you think would benefit most from learning about the conference. The content marked in red are placeholders for information specific to you, so please update it before distribution.

Social media posts:

This is suggested content that you can post on your Facebook, Twitter or LinkedIn pages (or all of the above). For LinkedIn, please also consider posting about the conference in any groups that you feel may be relevant. You're welcome to use your own language, but please be sure to use the conference hashtag #NAASHC17.

Graphic:

If you would like to use an image when posting about the conference on social media, please feel free to include the graphic below for your use and link back to the NAA Student Housing Conference website. We do not recommend embedding it into emails (unless it's an e-newsletter) as that may cause it to get caught in the recipient's spam folder.

Email

Dear **[FIRST NAME]**,

I am speaking at the [2017 NAA Student Housing Conference & Exposition](#), Feb. 14-15 at the Hyatt Regency Hotel just off of Chicago's Magnificent Mile. The best and brightest gather in Chicago to hear from [industry experts on the latest trends, solutions, best practices and opportunities](#).

Hopefully, you will join me at the Student Housing Conference & Exposition, but if you can't, tell your colleagues to look for me during the session, **[insert session name]** on **[insert date and time of session]**.

I look forward to seeing you there.

Sincerely,

[Name]

[Title]

[Organization]

Social Posts

Facebook:

I'm speaking about [session topic] at the #NAASHC17 Feb. 14-15 in #Chicago. Join me there to get the latest trends, industry expertise, top suppliers and networking opportunities. Hope to see you there! <http://bit.ly/SHC-2017>

Twitter:

Join me at #NAASHC17 Feb. 14-15 in #Chicago for everything student housing insiders need! #apartment <http://bit.ly/SHC-2017>

LinkedIn:

I'm speaking about [session topic] at the 2017 NAA Student Housing Conference & Exposition, Feb. 14-15 in Chicago. Join me there to get the latest trends, industry expertise, top suppliers and networking opportunities. Hope to see you there! <http://bit.ly/SHC-2017>

Graphics

