DGIQ Data Governance & Information Quality
CONFERENCE

AIGOV | AI Governance
CONFERENCE

Marketing Toolkit
Speakers

Thank you for joining us as a speaker for our next Data Governance & Information Quality (DGIQ)+ AI Governance (AIGov) Conference, taking place December 9-13, 2024 in Washington, D.C.!

Now is a great time to promote your participation! Our speakers are known to be thought leaders in their industries and experts in their fields. This year's Call for Presentations was especially competitive, and your inclusion in December's program is an achievement you should be proud to share with your network. It also helps us spread the word about this event to those who might benefit from it, a win-win for everyone!

Included here are a few ways you can promote your session to friends, colleagues, and customers and invite them to join you in D.C. with your unique discount code!

YOUR CUSTOM COUPON CODE

You should have received a custom coupon code for 15% off any <u>registration option</u> to share with your network.

This coupon can be combined with our Super Early Bird pricing (expiring October 4th) or Early Bird pricing (expiring November 8th) + our group registration discounts to lock in the best possible savings.

That's **up to $1950 in savings each** if they register by October 4th and combine your discount code with our team discount – *almost 50% off full price registration!*

If you didn't receive your code or would like to make changes to your code, <u>contact us</u>!

PROMOTE IN YOUR EMAIL SIGNATURE

Add a speaker button to your email signature! Use the custom button provided to you OR download one of our standard speaker buttons here.

Didn't receive your custom button? Let us know, and we'll create one for you.

We recommend linking your button to your session URL (if you need assistance pulling your session URL, contact us).

Example of Custom Speaker Button

SHARE ON YOUR SOCIALS

Create a social media post promoting your involvement!

Use the custom session graphic provided to you OR download one of our standard social graphics here.

Didn't receive your custom graphic? Let us know, and we'll create one for you.

Example of Custom Speaker Social Graphic

SEND AN EMAIL TO YOUR CONTACTS

Personal email messages from you to your colleagues are the most effective way to get the word out and encourage people to join you at the conference! See an example here on the right.

If you need assistance creating an email for your audience, underline contact us.

Dear friends,

I'm excited to share that I'll be speaking at December's Data Governance & Information Quality (DGIQ) + AI Governance (AIGov) Conference on the topic of **YOUR TOPIC HERE**. I'll be focusing on **YOUR FOCUS HERE**, basing my advice on many client engagements and our extensive experience within **YOUR ORGANIZATION NAME HERE**. I hope you'll join me at the conference, and I invite you to use the coupon code **YOUR COUPON CODE HERE** to get a 15% discount on your registration.

DGIQ has long been the world's most comprehensive conference dedicated entirely to Data Governance and Information Quality that brings together an incredible global community of Data Governance professionals.

And this year, we have the new AI Governance event, adding even more value that you can immediately take home and put to use! Attendees have access to the entire DGIQ East and AI Governance program on their dates of attendance. Check out the full agenda here.

Send Save Cancel

SOCIAL MEDIA EXAMPLES

1
I'm thrilled to be speaking at #DGIQ + #AIGov this December! I look forward to seeing everyone at the conference – where we can talk all things #data!

2
Excited to share my talk **YOUR SESSION TITLE HERE** at #DGIQ + #AIGov this December! **YOUR TOPIC HERE** is something that is near & dear to my heart! Looking forward to seeing everyone there & chatting all things #data!

3
Can't wait to see everyone at #DGIQ + #AIGov in December! I'm presenting on **DATE OF PRESENTATION** about **YOUR TOPIC HERE**, which I know is essential to the long-term success of our DG programs. Join me!

4
Optional coupon code language you can add:

If you haven't registered, use **YOUR COUPON CODE HERE** to save 15% on your registration! Come say hello on the coffee breaks!

Tag us in your posts!
Find us on *LinkedIn*, *Facebook*, or *Instagram*.

THANK YOU!

We are committed to making your participation at DGIQ + AIGov a success. If there is any additional support you need or anything more customized that you'd like to make part of your marketing efforts, please reach out to us at speakers@dataversity.net.

Most importantly, we want to express our sincere thanks for your efforts in sharing this event and all of your help in making this one of our best programs yet. We look forward to seeing you in D.C.!

Tony Shaw
CEO / Program Chair

Kat Parker
Conference Manager

Christiana Nicole
Senior Marketing Manager