

35TH ANNUAL AMAC

AIRPORT BUSINESS DIVERSITY CONFERENCE

TRANSFORMING THE
FUTURE OF AIRPORTS

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#AMAC2019 Partner Media Kit

Background

Help us promote the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports hosted by the Los Angeles World Airports (LAWA) on August 20 - 23, 2019 at the JW Marriott in Los Angeles, CA with the goal of generating a “buzz” around the conference. Please feel free to use any of the information below to post on your Facebook, LinkedIn, Twitter, website, e-newsletter or other social networks.

Event URL: www.amac-org.com/annualconference

Shortened Event URL: <http://ow.ly/ik4f30oBECw>

Hashtag / Handles

The official event hashtag is #AMAC2019. This hashtag will bring you into the conversation about the annual conference, as well as, minorities and women in the aviation and aerospace industries.

AMAC Social Media Handles

Facebook – @AirportMinorityAdvisoryCouncil

LinkedIn – @AirportMinorityAdvisoryCouncil

Twitter – @AMAC_ORG

LAWA Social Media Handles

Facebook – @LAIInternationalAirport

LinkedIn – @los-angeles-world-airports

Twitter – @flyLAXairport

Flyers / Schedule

All official event flyers can be found here on the schedule page of the conference website: www.amac-org.com/annualconference/schedule-at-a-glance-2/

P.O. Box 71560 Washington, DC 20024 | 703.414.2622 | info@amac-org.com | www.amac-org.com





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Banner

Simply copy and paste either banner in your email signatures or website. Be sure to link the banner to the event website: www.amac-org.com/annualconference



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Hosted by
the Los Angeles World Airports
August 20 - 23, 2019
JW Marriott Los Angeles



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Sample Social Media Posts

Below are the suggested social media posts. Posts with images perform better on social media channels; please post images with the suggested tweets to increase the amount of engagement. You can download images from here: www.amac-org.com/annualconference/media-2/

Sample Tweets

From women in aviation discussions to networking receptions join [INSERT HANDLES] at #AMAC2019 in #LA for 4 great days of knowledge and info gathering. Register now! <http://ow.ly/ik4f30oBECw>

Explore #LA this summer and learn about everything [insert different hashtags transportation related] from the experts. Join [INSERT HANDLES] at #AMAC2019. You don't want to miss it! <http://ow.ly/ik4f30oBECw>

For everything #aviation attend #AMAC2019 in #LA. Expert speakers and presenters, workshops and lots of networking. Join us! <http://ow.ly/ik4f30oBECw>

Attend #AMAC2019 August 20 – 23 in #LA to stay updated with the latest trends in the aviation industry. You don't want to miss it! <http://ow.ly/ik4f30oBECw>

Join us for the #AMAC2019. 4 days of learning, networking and celebrations in #LA from August 20 - 23, 2019. [insert different hashtags transportation related] <http://ow.ly/ik4f30oBECw>

Sample Facebook / LinkedIn Posts

Take in the sights of LA and hear from the experts about [insert content]. Join us at the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports. We'll have spotlight sessions targeting industries from [insert content] and more. Don't miss out! <http://ow.ly/ik4f30oBECw> #AMAC2019

Awards, networking and [insert content]. All can be found at the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports, August 20 - 23 in LA. Join our expert speakers and sponsors including [insert content] and more. Register today! <http://ow.ly/ik4f30oBECw> #AMAC2019

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For everything about [insert content], attend the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports on August 20 - 23 in LA. You'll hear expert speakers and presenters, plenary talks and lots of networking. Join us! <http://ow.ly/ik4f30oBECw> #AMAC2019

Attend the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports on August 20 - 23 in LA to stay updated with the latest trends in aviation. You don't want to miss it! <http://ow.ly/ik4f30oBECw> #AMAC2019

Join us for the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports on August 20 - 23 for 4 days of learning, networking and celebrations in LA. Register today! <http://ow.ly/ik4f30oBECw> #AMAC2019

Sample Personal Email

Please feel free to customize to your own style and thoughts. We found personalized emails to be very successful in spreading the word.

Dear [insert name],

I'd like to invite you to the 35th Annual AMAC Airport Business Diversity Conference: Transforming the Future of Airports in LA hosted by the Los Angeles World Airports (LAWA) from August 20–23, 2019. I've been an active member with AMAC for [XX] years and I'm very excited about this year's conference as it is my [XX] year attending!

There is a spectacular lineup of content, signature events, workshops and optimal networking. You can find everything there is to know about the conference by visiting the website: www.amac-org.com/annualconference.

In addition to the conference content, AMAC has scheduled various networking and fun events in the evenings. See you in LA! If you have questions, please contact the [AMAC staff](#).

Sincerely,
[your name]

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