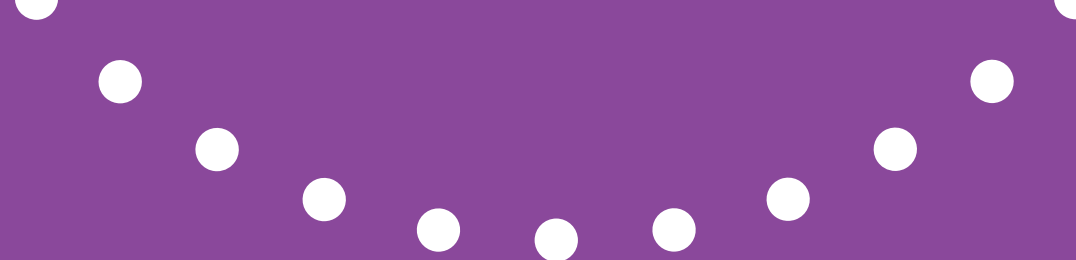


# MEDIA KIT



TRAUMA & RECOVERY  
CONFERENCE

BY THE CONNECTICUT WOMEN'S CONSORTIUM



This slideshow provides information for participants of the 2024 Connecticut Women's Consortium Trauma & Recovery Conference on how to best utilize the graphics provided in the media kit.

# TABLE OF CONTENTS

Slide 3: [Guide for Presenters & Keynotes](#)

Slide 4: [Guide to Editable Templates](#)

Slide 5: [Additional Resources](#)

Slide 6: [Utilizing Story Templates](#)

Slide 7: [Social Media Best Practices](#)

Slide 8: [Contact Information](#)

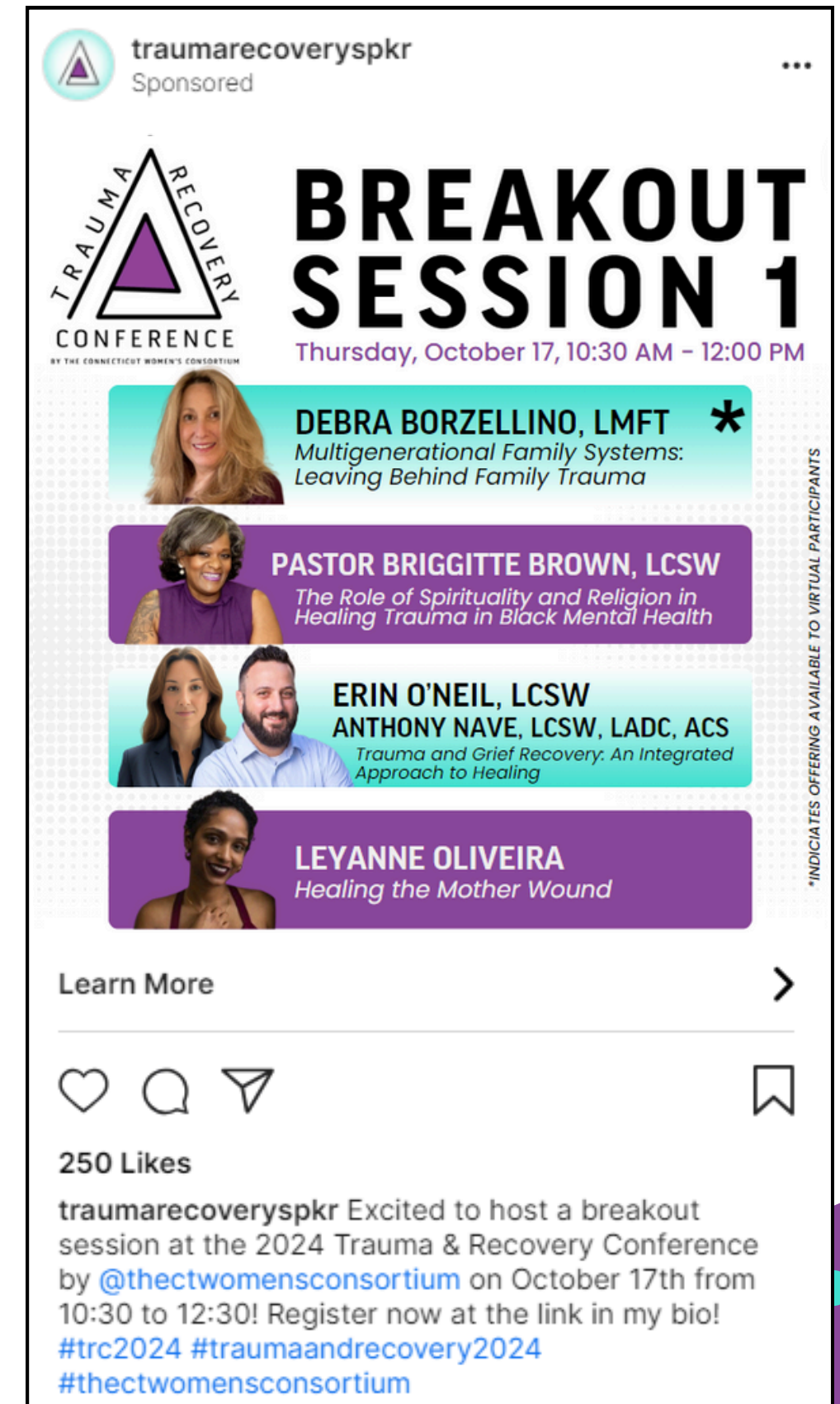
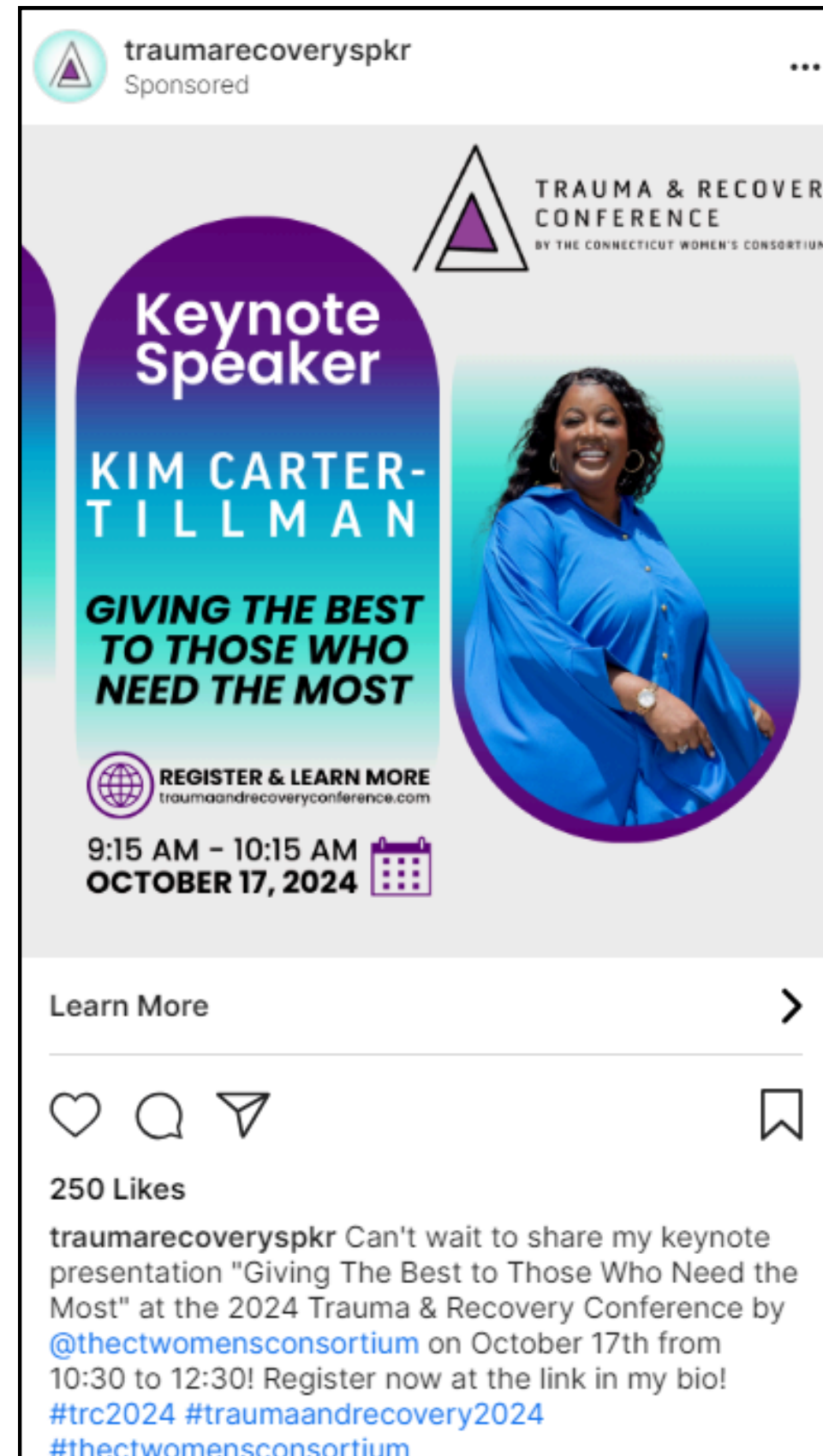


# FOR KEYNOTES & PRESENTERS

A graphic with your name, headshot, presentation title, time, and date will be emailed to you and is available for download on our website in the Media Kit section.

See the examples on the right for best practices on how to keep your caption simple, yet effective. You can also add "The Connecticut Women's Consortium" as a location to your post and tag us in the image itself @thectwomensconsortium.

In the Media Kit, you will also find story templates. Learn more on Slide 6.



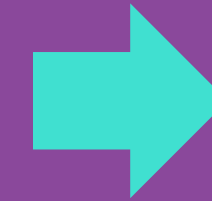
# EDITABLE TEMPLATES

On the media kit category of our website, you will find several editable templates into which you can insert your logo or information about your session using your preferred design software or photo editor (see right).

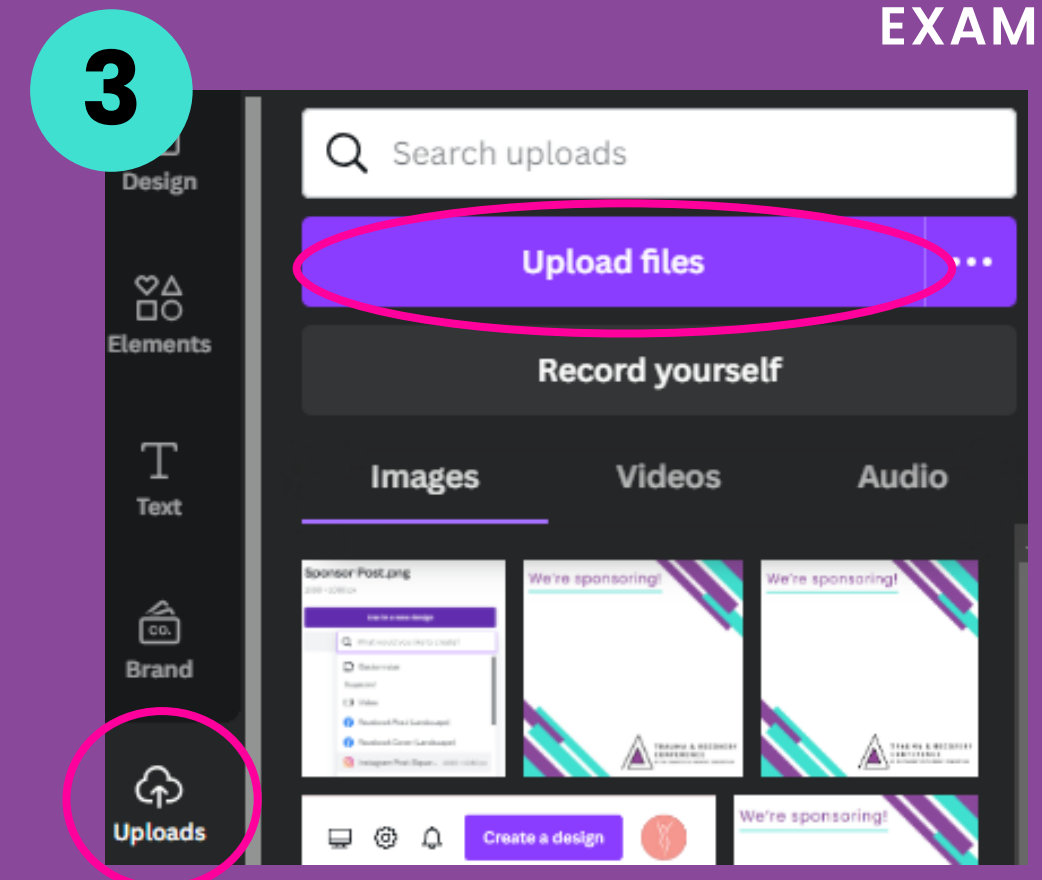
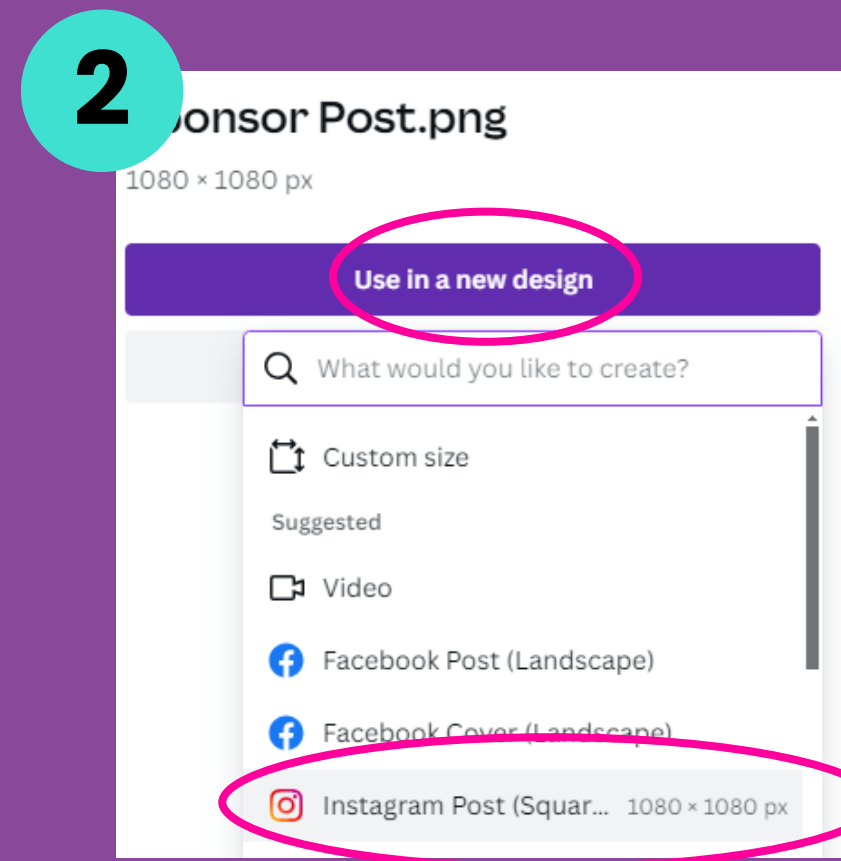
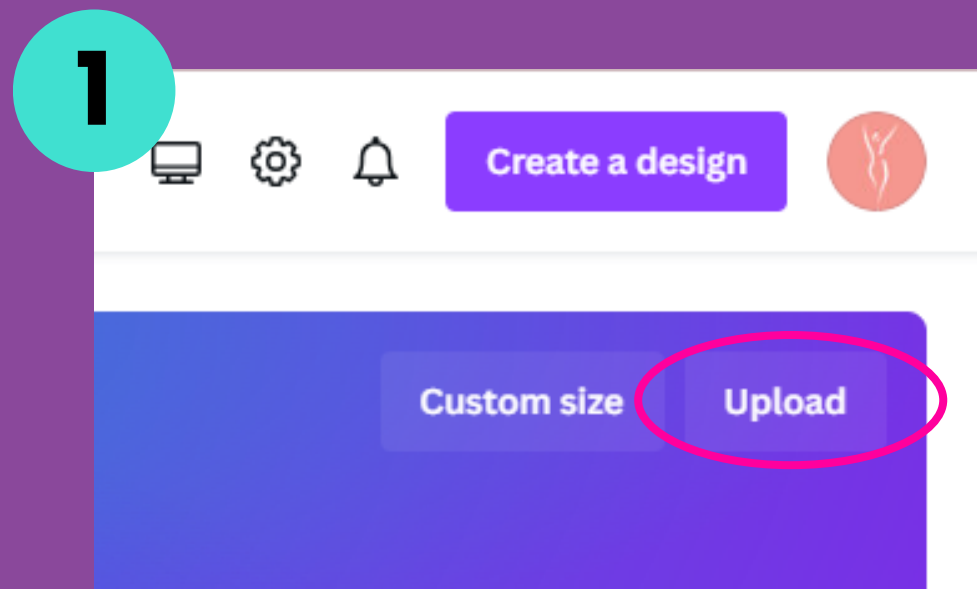
We like to use [Canva.com](https://www.canva.com). Accounts are free and premium accounts are free to nonprofit organizations.

You can add your own logo following the easy steps outlined below. (Note: Instagram Post refers to the size; this graphic can be posted anywhere online.)

You can also screenshot and utilize any sponsor or vendor posts from our social media. Follow the [best practices guidelines](#) when posting for best results.



EXAMPLE



# ADDITIONAL RESOURCES

Included in the Media Kit are some general graphics to provide information about the conference (examples below). Share them periodically over the next few months to remind your audience and continue generating interest.



**TRAUMA & RECOVERY  
CONFERENCE**  
BY THE CONNECTICUT WOMEN'S CONSORTIUM

**10/16/2024 - 10/18/2024**  
DOUBLETREE HOTEL | BRISTOL, CT  
and via zoom

**REGISTER AT THE LINK IN OUR BIO**  
[traumaandrecoveryconference.com](https://traumaandrecoveryconference.com)



**TRAUMA & RECOVERY  
CONFERENCE**  
BY THE CONNECTICUT WOMEN'S CONSORTIUM

ON-SITE	VIRTUAL	1 DAY VIRTUAL
<b>\$399</b>	<b>\$349</b>	<b>\$199</b>
CHOICE OF 4 BREAKOUT SESSIONS	PRESELECTED BREAKOUT SESSIONS	PRESELECTED BREAKOUT SESSIONS
IN PERSON Q&A	VIRTUAL Q&A	VIRTUAL Q&A
LISTEN TO ALL KEYNOTE SPEAKERS	LISTEN TO ALL KEYNOTE SPEAKERS	LISTEN TO SOME KEYNOTE SPEAKERS
COMPLIMENTARY NETWORKING EVENT (10/16)	VIRTUAL EXHIBITION BOOTH	VIRTUAL EXHIBITION BOOTH
BREAKFAST & LUNCH PROVIDED		
ON-SITE EXHIBITION BOOTH		
HEALING ARTS EXPERIENCES		
<b>12 CECS</b>	<b>12 CECS</b>	<b>6 CECS</b>

[traumaandrecoveryconference.com](https://traumaandrecoveryconference.com)

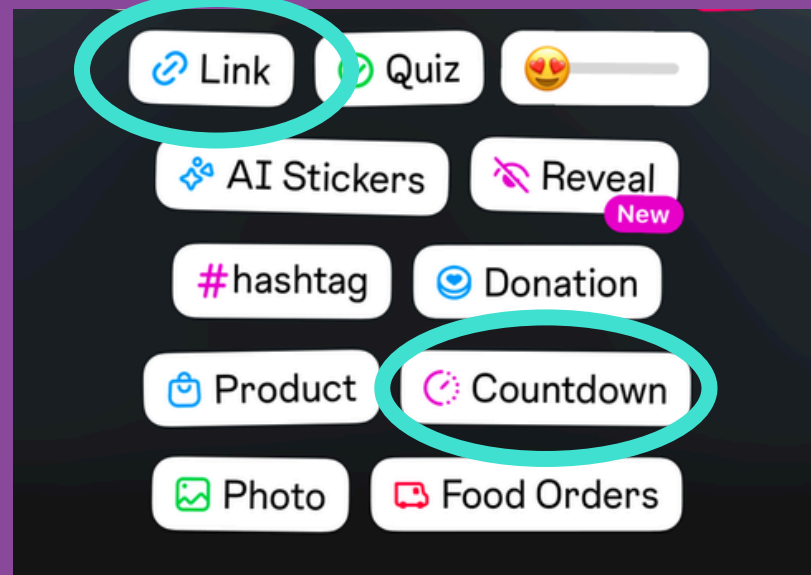
# UTILIZING STORY TEMPLATES

In the media kit, you will find several Instagram/Facebook story templates.

Access [traumaandrecovery.com](https://traumaandrecovery.com) on your mobile device and save the image you'd like to share to your story.

Some of these templates are interactive; insert a countdown timer or link using the widgets on Instagram.

Click this sticker button to access the interactive widgets. On the templates provided, there are spaces to include links to our website and a countdown for the event.



Insert the Countdown Timer here, set the timer to October 16, 2024



Insert a link to [traumaandrecovery.com](https://traumaandrecovery.com) here

# SOCIAL MEDIA BEST PRACTICES

Tag us on social media on any conference-related posts



LinkedIn  
The Connecticut  
Women's Consortium



Instagram  
@thectwomensconsortium



Facebook  
The Connecticut  
Women's Consortium

Use hashtags on any conference-related post

**#trc2024**

**#traumaandrecover2024**

**#ctwomensconsortium**

Link to our conference and/or registration website

On Facebook and LinkedIn, you can put a direct link in the caption of your post. On Instagram, you must direct viewers to the link in your bio. You can put one link in your bio or multiple using a link in bio tool like [Linktree](#) or [Beacons](#).

**Registration Link: [womensconsortium.configio.com](https://womensconsortium.configio.com)**

**Conference Website: [traumaandrecoverconference.com](https://traumaandrecoverconference.com)**



# QUESTIONS?



Contact Us:

- **Email:** [events@womensconsortium.org](mailto:events@womensconsortium.org)
- **Phone:** 203.909.6888 x35 (Alana Valdez)  
or x22 (Jordan Reda)