

## COMMUNICATIONS TOOLKIT

### Event Details



<b>Event Name</b>	<b>BC Physiotherapy Conference 2022</b> Hosted by: Physiotherapy Association of BC (PABC)
<b>Theme</b>	A Bright Future
<b>Venue</b>	Hybrid (The Westin Bayshore, Vancouver BC and virtual)
<b>Date</b>	Saturday April 30, 2022 (conference and tradeshow) Sunday, May 1 <sup>st</sup> & Monday, May 2 <sup>nd</sup> , 2022 (workshops at The Westin Bayshore)
<b>Agenda Overview</b> <i>(Subject to change)</i>	<b>Day 1: Saturday April 30, 2022</b> 7:30 am – 6:00 pm Registration and Tradeshow Open 7:30 am – 8:30 pm Peer Support/Networking Breakfast 8:00 am – 9:00 am Breakfast 9:00 am – 9:30 am Welcome/Opening/BC Ministry of Health 9:30 am - 10:15 am Plenary- Keynote Speaker- Len Pierre 10:15 am-10:45 am Tradeshow/Break 10:55 am -11:40 am Breakout Sessions 11:50 am-12:00 pm Prayer by Squamish First Nation 12:00 pm-1:20 pm Lunch 1:25 pm -2:15 pm Breakout Sessions 2:15 pm-2:45 pm Tradeshow/Break 2:45 pm-3:30 pm Keynote - Dr Lara Boyd 3:40 pm-4:30 pm AGM 4:30 pm-6:00pm Awards & Cocktail Event/ Prize Draws
<b>COVID-19 Safety Measures</b>  <b>Subject to Change</b>	<ol style="list-style-type: none"> <li>1. All Covid guidelines will be following BC Health Order guidelines.</li> <li>2. If you are experiencing any symptoms of COVID-19 or have been in close proximity to someone that you know to have COVID-19 within the last 14 days, please self-isolate and don't attend the event in-person. <i>Inform us immediately so that we can accommodate your participation virtually.</i></li> <li>3. Upon entering, all participants will no longer be required to show proof of receiving 2 doses of the SARS-CoV-2 (COVID-19) vaccination as of April 8<sup>th</sup>, 2022</li> <li>4. Wearing masks in public indoor settings may not be required by public health. Wearing a mask is a personal choice and you are encouraged to wear one if you are more comfortable.</li> </ol>

## SOCIAL MEDIA

Your Opportunity to Promote #BCPhysioConf2022!



<b>Hashtag</b>	#BCPhysioConf2022 (Please use in all your social media posts)  Additional hashtags we use: #PhysioCanHelp #PABCmembers #bcphysios
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<p><b>PABC Social Media Accounts</b></p>	<p>Please tag PABC in all your social media posts about the BC Physiotherapy Conference so that we can engage with your content.</p> <p><b>Facebook:</b> @bcphysio  <b>Instagram:</b> @bc_physio  <b>LinkedIn:</b> @bcphysio  <b>Twitter:</b> @bcphysio</p>
<p><b>Social Media Videos (e.g Facebook Lives, Instagram Stories/Lives /Reels, TikTok)</b></p>	<p><b>Live Videos</b> Preparation is everything for Live videos! Follow some of the guides below:</p> <ul style="list-style-type: none"> <li>• <a href="#">Guide for Instagram Lives</a> / <a href="#">Guide for Instagram Reels</a></li> <li>• <a href="#">Guide for TikTok Lives</a> / <a href="#">TikTok For Business</a></li> <li>• <a href="#">Guide for Facebook Lives</a></li> </ul> <p><b>Stories</b> Instagram and Facebook stories (1080x1920) now come with a link feature. If you want to include a link to offer more info about the BC Physiotherapy Conference, please link to:  <a href="https://bcphysio.org/events/bc-physiotherapy-conference-2022">https://bcphysio.org/events/bc-physiotherapy-conference-2022</a></p> <p>Please tag @bcphysio in your video posts/stories and use the hashtag #BCPhysioConf2022.</p>

## SUGGESTED MESSAGING

Your content must match the 'Event Details' (first table)



<p><b>Sponsors</b></p>	<p>Please ensure that you use your correct sponsor designation, the hashtag #BCPhysioConf2022 and that you tag @bcphysio in all your social media posts so that we can engage with you!</p> <ul style="list-style-type: none"> <li>• <b>Title Sponsor:</b> Jane App</li> <li>• <b>Professional Development Sponsor:</b> iScope Concussion &amp; Pain Clinics</li> <li>• <b>Awards &amp; Cocktail Event Sponsor:</b> UBC Department of Physical Therapy</li> <li>• <b>Lunch Sponsor:</b> College of Physical Therapists of BC</li> <li>• <b>Keynote Sponsor for Len Pierre:</b> ICBC</li> <li>• <b>Keynote Sponsor for Dr. Lara Boyd:</b> Ortho Canada</li> <li>• <b>Tradeshow Stage Sponsor:</b> WorkSafe BC</li> <li>• <b>Breakfast Sponsor:</b> GOrendezvous</li> <li>• <b>AGM Sponsor:</b> Stoko Design Inc.</li> <li>• <b>Delegate Bag Sponsor:</b> Westland Insurance Group</li> <li>• <b>Lanyard Sponsor:</b> Telus Health</li> <li>• <b>Nutrition Break Sponsor:</b> Madaisky &amp; Company</li> <li>• <b>Nutrition Break Sponsor:</b> Medelco</li> <li>• <b>Peer Support/Networking Breakfast Sponsor:</b> UBC Faculty of Medicine – Alumni Engagement</li> <li>• <b>Volunteer Dinner Sponsor:</b> Physio2U</li> </ul> <p><b>Suggested Messaging</b></p> <ul style="list-style-type: none"> <li>• We are supporting @bcphysio's #BCPhysioConf2022 as their <i>[insert your sponsor designation]</i>. #bcphysios, join us for inspiring and insightful presentations, breakout sessions, networking</li> </ul>
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	<p>opportunities and more!</p> <ul style="list-style-type: none"> <li>We are excited to be part of @bcphysio's #BCPhysioConf2022 as their <i>insert your sponsor designation</i>.</li> </ul>
<p><b>Exhibitors</b></p>	<p>Please ensure that you use your correct booth number, the hashtag #BCPhysioConf2022 and that you tag @bcphysio in all your social media posts so that we can engage with you and promote your booth on our social media channels!</p> <p><b>Suggested Messaging</b></p> <ul style="list-style-type: none"> <li>We are excited to be at the #BCPhysioConf2022 hosted by @bcphysio! Come visit our booth #<i>insert booth number</i></li> <li>Visit our booth #<i>insert booth number</i> at @bcphysio's #BCPhysioConf2022 for <i>insert what you offer at your booth</i></li> </ul>
<p><b>Attendees</b></p>	<p>Please ensure that you use the hashtag #BCPhysioConf2022 in all your social media posts and that you tag us in your posts so that we can engage with you!</p> <p><b>Topics for Messaging:</b></p> <ul style="list-style-type: none"> <li>your experience at the BC Physiotherapy Conference 2022</li> <li>your thoughts on the keynotes, breakout sessions, and workshops</li> <li>photos/videos with your peers and</li> <li>your PABC membership</li> <li>how #PhysioCanHelp</li> <li>takeaways from the BC Physiotherapy Conference 2022 for your physiotherapy practice!</li> </ul> <p><b>Participate in our Photo Booth Contest!</b></p> <p>Take a photo at the photo booth beside the PABC booth in-person or participate virtually using the QR Code below.</p> <p>Share photos of you and/or with peers and colleagues on Instagram and tag @bcphysio to get entered into a prize draw.</p> <div data-bbox="451 1457 623 1629" data-label="Image"> </div> <div data-bbox="451 1640 623 1682" data-label="Image"> </div>
<p><b>Friendly Reminder</b></p>	<p>Please ensure that your content matches the event details:</p> <ul style="list-style-type: none"> <li>The official event name is <b>BC Physiotherapy Conference 2022 / A Bright Future</b> (formally known as BC Physio Forum).</li> <li>If you tag us in your copy, it's @bcphysio's BC Physiotherapy Conference 2022.</li> <li>If you do not tag us in the copy itself, it's PABC's BC Physiotherapy Conference 2022.</li> </ul>

	<ul style="list-style-type: none"><li>• The hashtag is #BCPhysioConf2022. Please ensure that you use the hashtag as much as possible.</li><li>• Tag us at @bcphysio so that we can engage with your posts!</li></ul>
<b>Contact us</b>	If you have any questions about this communications toolkit, please contact <a href="mailto:marketing@bcphysio.org">marketing@bcphysio.org</a> .