Greetings!

Thank you for agreeing to participate as a presenter for ATP Innovations in Testing 2017 Conference – where we are Leading the Conversation. We are so excited about this year's incredible line up of speakers, educational sessions, and networking opportunities; there is definitely something for everyone.

Most of all, we appreciate your commitment and look forward to providing attendees with value-packed sessions promoting and advancing the integrity of assessment services and products.

As part of Leading the Conversation, we are asking each speaker/presenter to cross promote (cobrand) their presentation through the various social media channel (e.g. LinkedIn, Twitter, or personal email).

To assist in this endeavor, we have drafted a few "cut and paste" options to be customized for your personal email message or tweets. We have also included some conversation ideas for LinkedIn. Please feel free to create your own, as these are just suggestions.

Personal Email Message: (since images are king, you may want to include a related image or headshot):
- Don't miss hearing/learning/participating in [insert title of presentation] at ATP Innovations in Testing 2017 Conference March 5-8, 2017 in Scottsdale, AZ.
- I'm thrilled/excited/honored/privileged to be presenting/moderating/demonstrating in [insert title of activity] at ATP Innovations in Testing 2017 Conference March 5-8, 2017 in Scottsdale, AZ.
- Join me [insert date/time] for [insert title of presentation] at ATP Innovations in Testing 2017 Conference.

Twitter: (140 characters, less picture is included. If presentation title is too long, disregard link):
- Don't miss #atp2017 where I will be presenting a session on [insert title of presentation] http://bit.ly/1bEa48I
- Catch me March [insert date] @atpconf in Scottsdale, AZ as I share [insert title of presentation] with leaders in the industry. http://bit.ly/1bEa48I
- Learn how [insert title of presentation] can make a difference in your testing program @atpconf http://bit.ly/1bEa48I
- Join me for [insert title of presentation] at #atpconf. Hope to see you there! http://bit.ly/1bEa48I

LinkedIn:
Let other members know about your session at the Innovations conference, what you're looking forward to at Innovations, discuss certain content that you will showcase at Innovations, or just discuss the latest trends in the industry. Start a conversation today! Please include a question in

your discussion to help promote other members to join you on your conversation. Some examples of questions to add to your conversation are:

- What would you like to see discussed in this session?
- What do you feel is the most important point to this presentation?
- What are you looking most forward too?
- Do you think this topic is important to the testing industry today?

To build the excitement we ask that you send your cobranded message(s) between now and Friday, February 10th. In addition, if you send us a link to your post we will be sure "share," "like," or retweet.

Thank you in advance for your outreach and for making this year's conference a huge success.

Warm Regards,

The 2017 Innovations in Testing Conference Committee