

**38th Annual International Conference**Outreach Toolkit

This outreach toolkit has been prepared for use by members of ACT’s International Conference planning committee, attendees, and partners. This resource includes a sample email, a newsletter blurb, social media posts, and additional resources. Please customize the highlighted fields below to tailor your outreach. Feel free to make any additional edits you’d like as well.

When posting to social media, be sure to use the hashtag #ACT24 and tag Association for Commuter Transportation (LinkedIn and Facebook) or @actnational (Instagram and X).

Please update the highlighted fields including details about price breaks. Dates and pricing information [can be found here](https://www.actweb.org/events/38th-annual-international-conference).

*Any questions or requests for additional information can be directed to* *Allison Caravella**, ACT’s Marketing & Communications Manager.*

**Email**

Dear [individual’s name],

I’m writing to invite you to ACT’s [38th Annual International Conference](https://www.actweb.org/events/38th-annual-international-conference), which will take place from August 4-7 in Denver, Colorado. As a professional in TDM, I am confident that the learning and professional development opportunities included in the event will be of value to you.

The event is anticipated to welcome **more** **than** **650 professionals** for four days of networking, workshops, breakout sessions, and more. [Sessions](https://www.actweb.org/international-conference-schedule) focus on key industry topics, and this year's spotlights subjects from effective messaging to residential TDM, transportation equity, and leveraging local partnerships. The lineup also includes case studies from regional initiatives such as Boulder’s TDM Wallet Pilot and all-new mobile sessions.

ACT looks forward to featuring [keynote addresses](https://www.actweb.org/act-24-keynote-speakers) from **Charles Brown**, Equitable Cities Founder & CEO, and **Amy Ford**, Executive Director of the City and County of Denver Department of Transportation and Infrastructure. These two expert speakers will kick off Monday and Tuesday with key insights from throughout their careers.

Attendees represent Fortune 500 companies, MPOs, TMAs, consultants, transit agencies, transportation providers, state/local agencies, and others at the forefront of the industry. I’m extending an invitation to you and the [their organization] team to join us!

Early bird pricing is only available until **Friday, May 3**, so there is limited time to book your spot before the price of a ticket increases. Don’t miss the chance to learn and forge new professional connections at the largest TDM event of the year!

[Secure your spot](https://www.actweb.org/events/38th-annual-international-conference)
[Access the schedule](https://www.actweb.org/international-conference-schedule)

Best regards,
[Your name]

**Newsletter blurb**ACT’s 38th [Annual International Conference](https://www.actweb.org/events/38th-annual-international-conference) will take place in Denver from August 4-7. With four days of breakout sessions, an anticipated 650+ attendees, workshops, tours, all-new mobile sessions, and many networking opportunities, this event is the premier TDM event of the year.

Get ready to learn from subject matter experts and connect with new industry colleagues! Early bird pricing is available until Friday, May 3, so be sure to register before the ticket cost increases.

Learn more and secure your spot here: [www.actweb.org/act24](http://www.actweb.org/act24)

**Social media posts**

*LinkedIn*

ACT’s [Annual International Conference](https://www.actweb.org/events/38th-annual-international-conference) is coming to Denver from August 4-7! It’s the largest TDM event of the year, and more than 650 professionals from sectors across the industry are expected to attend.

The four-day program features workshops, breakout sessions, tours, and many opportunities to network with other professionals. Learn about key TDM topics, connect with subject matter experts, and equip yourself for future opportunities by attending #ACT24!

More information and registration: [www.actweb.org/act24](http://www.actweb.org/act24)

*X*#ACT24 will take place in Denver from Aug. 4-7, and this year’s event is anticipated to be the largest yet! An expected 650+ attendees will gather for four days of networking, breakouts, all-new mobile sessions, and more.

Register here to join them: [www.actweb.org/act24](http://www.actweb.org/act24)

**Additional resources**[Visit this link](https://www.dropbox.com/scl/fo/2mbjyw3xtsgpjrd0u87wa/ANZ3p6XmyqkbsfxbCWtP9BU?rlkey=yc8d342zhbnezjhxui3vab8ez&st=yc0j1c2h&dl=0) to download the following resources:

* Attendee tiles
* Speaker tiles
* Event logo

*Additional resources will be added as they become available.*