Congratulations!

Your conference has been published. Now it’s time to promote your work...

We are pleased to share some promotion hints and tips for conference organisers and authors which we hope you will find helpful. You may be doing all of this and much more or just starting to explore the possibilities offered by social media and other communications channels. We hope you will feel inspired to promote your conference and publications and look forward to seeing the results.

Share your news – promotion by word-of-mouth is very effective. If you are the conference organiser, remember to let any partners know (sponsors, parent conferences, co-organisations etc.) so that they can also share the good news.

Tell authors, co-authors and colleagues:
- Don't forget cited authors and key contacts
- Accept offers of promotion via social media, blogs etc. and reciprocate where possible
- Explore whether publications can be added to reading lists

Ask authors to tell their institution and department:
- Speak to the marketing manager and/or press officer or inform the Scientific Secretary/Research Liaison Officer
- Ask whether your work can be included on the website, social media or in newsletters
- Update your staff page
- Contact the library as it may also be able to help

Take some quick steps:
- E-mail signature - include the publication title, DOI link and your ORCiD
- CV and profiles – update your CV and profiles (e.g. GoogleScholar)
- Listservs - join relevant listservs and post a message or start a discussion (e.g. JiscMail or L-Soft).
Consider longer-term promotion activities

Conferences and events:
- Engage with fellow-delegates and expand your network
- Accept invitations to speak (including webinars and training events) or propose yourself for “contributed sessions”
- Tweet using the official #
- Ask our marketing department for flyers, posters etc. which you can distribute

Blogs and videos:
- Write your own blog or create your own videos
- Include, for example, reviews, guest posts, feedback and news about future projects
- Contact relevant bloggers about your work or offer to write a guest post

Repositories and research platforms:
- Consider including your work on platforms such as:
- Repositories – institutional, community or general science repositories
- Research sharing and networking services – e.g. ResearchGate and arXiv (check that this is compliant with the article sharing policy of your publisher if not open access)

The EDP Sciences marketing department:
- Finally, speak to our marketing department
- Explore what other promotion opportunities are available and how it can help you

There may be opportunities to:
- Create videos and infographics
- Contact relevant associations and organisations
- Produce printed materials
- Promote at particular conferences
- Issue a press release
- Place advertisements

We will try to help whenever possible.

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