

Thank you for helping promote the 8th ErgoX Symposium and advance awareness of this outstanding educational activity! Your support in promoting this highly rated symposium can have a large impact on engaging prospective attendees. The tools in this Marketing Toolkit are designed to help you spread the word about HFES and contribute to a successful event!

Web-Based Communications

Please use the following language when posting about the 8th ErgoX Symposium.

Information to post to your website:

- HFES 8th ErgoX Symposium
- Atlanta, GA | October 14 - 15, 2022
- Marriott Marquis Hotel Atlanta
- HFES is excited to bring together our HF/E professionals for the 8th ErgoX Symposium in Atlanta, Georgia, October 14 - 15, 2022.
- The HFES 8th ErgoX Symposium, 14- 15, 2022 in Atlanta, GA, is designed to showcase and apply the latest ergonomics science to workplace health, safety, wellness, and injury-prevention issues across a variety of domains and settings.
- HFES is working closely with the Marriott Marquis Hotel, the state of Georgia, and other partners on multiple health and safety protocols to prioritize your safety and well-being during the HFES 8th ErgoX Symposium
- [Learn More AND Register Today](#)

Email Signature (Outlook)

1. Save the ErgoX banner image to your desktop.
2. Open a new email.
3. Select the “Message” tab (the second tab at the top of the email).
4. Click the “Signatures” button.
5. Select “Signatures.”
6. Select the signature you wish to edit.
7. Click the “image” button on the far right and select the ErgoX logo image that you saved to your desktop.



8. The image should now be a part of your email signature and you can adjust its size to your preference.
9. Once you have adjusted the size of the image, select the “hyperlink” button. This is the button to the right of the button circled in the screen shot above. Please hyperlink to here: <https://www.ergox2022.org/>

Right click and save banners to your computer so that you may use them in your email signature and more!



Email Promotional Message:

Subject: Join Me at the 8th ErgoX Symposium!

I am attending the 8th ErgoX Symposium taking place October 14 - 15 in Atlanta, Georgia and invite you to consider doing the same! The 8th ErgoX Symposium will be held immediately following the 66th Annual Meeting of HFES in Atlanta, GA at the Marriott Marquis Hotel.

Visit the 2022 ErgoX Symposium Website

The 8th HFES ErgoX Symposium features four educational tracks - Cybersecurity, Exoskeletons, Robotics, and Extended Reality, attendees will:

- Gain the latest insights on procedures, tools, and approaches for on-the-job safety and wellness from world-class ergonomics and safety experts
- Network with presenters, practitioners, and researchers
- Make new strategic connections
- Find solutions to pressing workplace ergonomics issues
- Interact with exhibiting companies showcasing their products and services

First held in 2015 and over time formalizing into a user-centered design meeting in 2018, the ErgoX Symposium has demonstrated that a symbiotic approach to improving the design of technology and equipment is possible. With the goal to improve safe and effective technology user adoption, ErgoX offers a virtual and physical space to showcase the latest in technology evolution, research, and application and their intersection with human-system interaction and integration.

I encourage you to [register](#) today! Visit the [website](#) for program details, hotel information, and more.

Sincerely,

Your Name Here

Social Media Posts:

Promote the 8th ErgoX Symposium by posting one of the customizable messages below to the social media outlets you use most, such as LinkedIn, Twitter, Facebook, and others. Be sure to link the ErgoX homepage to all posts. HFES will be posting about the symposium before, during, and after the symposium has ended. We encourage you to visit our [Facebook page](#) to re-share any of our posts.

Social Media Tips:

- Generally, posts on social networks should be kept to fewer than 280 characters, including hyperlinks, hashtags, and pictures.
- Add the 8th ErgoX Symposium hashtag, #ERGOX2022, to posts to generate more views.
- Consider posting on social networks at high-trafficked times during the week to maximize your exposure. The optimal time to post is between 1:00 pm and 3:00 pm, Monday through Thursday.

Facebook/Twitter Post Examples:

- I am excited to be attending #ERGOX2022 where we'll discuss the latest innovations in our fields! Register today! <https://www.ergox2022.org/registration>
- Join me at the HFES 8th ErgoX Symposium October 14 – 15, 2022 at the Marriott Marquis Hotel in Atlanta! Connect with forward-thinking leaders while learning about the most innovative trends impacting the environment.
#ERGOX2022
<https://www.ergox2022.org/registration>

LinkedIn Post Examples:

- Don't miss out on the latest insights into areas such as Cybersecurity, Exoskeletons, Extended Reality, and Robotics at #ERGOX2022! Register today! <https://www.ergox2022.org/registration>
- I will be attending the 'INSERT TRACK NAME HERE' track at this year's 8th ErgoX Symposium, come learn about the latest research and we can connect afterwards! #ERGOX2022
- I can't wait to attend this year's 8th ErgoX Symposium, in Atlanta October 14 – 15, 2022! #ERGOX2022 Learn more now! <https://www.ergox2022.org>

Submit a Video About Exhibiting at the 8th ErgoX Symposium

HFES invites you to create a 30-second video sharing your enthusiasm around the 8th ErgoX Symposium and why attendees should join you in Atlanta! HFES will share videos via email, social media and the website.

How to Participate

1. **Record a video** on your phone, computer or tablet in landscape (not portrait) mode sharing why you're excited about the HFES 8th ErgoX Symposium and what attendees can expect. Thirty seconds or less, please! **Pro Tip:** record and save the video as an .MP4 for the best quality.
2. Name your video file your organization's name. **Email HFES** (info@hfes.org) that you have a video ready to share, and within two business days, we'll send you a link from HFES Dropbox so you can upload your video file.
3. **Get the visibility you deserve!** If you would like HFES to tag you on social media when your video is shared, please include your name and social media handles in the email that you send to HFES.
4. Keep an eye on HFES's social media channels for your video! **Share the video with your own** community and make sure to use #ERGOX2022