

2018 iaedp™ Symposium

Press Release Schedule

September 2018 – Week of: 9/3: 9/10: 9/17: 9/24:	-Distributed release regarding “Precertification offered at Symposium” on 8/30/17 -Due to weather crisis in Florida, distribute “Sponsorship” release -“Symposium Journey Begins” 80.0 million potential audience; 88 total online pickup -“Imagine Me – First Call”
October 2017	6 press releases/Begin including sponsors in boilerplate <ul style="list-style-type: none">• “Tradition”• “Early Registration”• “Keynote Lineup”• “New Attendee Scholarships”• “Precertification”• “Imagine Me Call for Entries”
November 2017	8 press releases
December 2017	4 press releases
January 2018	12 press releases
February 2018	12 press releases
March 2018	8 press releases
Total:	54 press releases for 2018 iaedp Symposium