I AM ATTENDING

OUTREACH KIT

PURPOSE OF OUTREACH MEDIA KIT

The purpose of an AISES outreach media kit is to raise awareness about AISES mission, programs, and impact, while also fostering partnerships and collaborations. By providing a comprehensive resource, the media kit enables media professionals, potential partners, and individuals to understand the significance of AISES work, share its stories, and contribute to the success and empowerment of Indigenous peoples in STEM fields.

WAYS TO USE OUTREACH KIT

To effectively use an outreach kit for social media content, here are some helpful tips:

- Define your goals: Determine what you want to achieve with your social media outreach. Are you looking to increase brand awareness, drive traffic to your website, generate leads, or promote a specific product or service? Clearly defining your goals will help you tailor your outreach efforts.
- Identify your target audience: Understand who your ideal audience is and which social media platforms they are most active on. This will allow you to focus your efforts where they are most likely to be effective.
- Craft personalized messages: Tailor your outreach messages to each individual or group you're targeting. Generic messages tend to be less effective, so take the time to research your recipients and make your communications relevant to their interests or needs.
- Customize outreach messages: Personalize your outreach messages to each partner or influencer you're targeting. Mention why you think their audience would be interested in your content and how collaborating with you can benefit them. Be genuine and avoid sounding too promotional.

ADD YOUR OWN EXPERIENCE OR PERSPECTIVE ON WHY THE NATIONAL CONFERENCE IS THE PLACE TO BE

Remember, successful outreach requires a combination of quality content, targeted messaging, personalization, and relationship-building. Continuously refine your approach based on feedback and results to optimize your social media outreach efforts.

ABOUT THE NATIONAL CONFERENCE

2023 AISES National Conference
Connect | Collaborate | IndigeNate
October 19 - 21, 2023 | Spokane, Washington

The Annual AISES National Conference is a unique, three-day event focusing on educational, professional, and workforce development for Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.

REASONS TO ATTEND

- Largest college and career fair in Indian Country
- Research competitions
- Multi-sessions and multi-tracks in STEM, business, research and educator topics
- Industry partner and university tours
- Impressive keynote speakers
- Opening and closing ceremonies including entertainment
- Student awards ceremony
- Networking suites
- Talking Circles
- Traditional Powwow and Indigenous Artisan Marketplace
- STEM Activity Day
- hackAISES (hackathon)

HELP US GET THE WORD OUT

Share the excitement of the AISES National Conference with tribal communities, educators, parents, students, and other professionals. Sharing National Conference information with calls to action is a way to rally more support. We are especially seeking student participation, sponsors, tribal representatives, and volunteers to help make our conference a success!

CALL TO ACTION EXAMPLES

- Register now for the largest gathering of Indigenous People in STEM!
- Sponsor the largest gathering of Indigenous People in STEM!
- Help us connect Indigenous students with our STEM community by sharing our event!
- Grow your network and find your STEM family at the largest gathering of Indigenous People in STEM!
- Help us spread the work, share with your friends, family, and community!
- Share with an educator!
- Learn more about the the largest gathering of Indigenous People in STEM!
- **ADD YOUR OWN EXPERIENCE OR PERSPECTIVE ON WHY THE NATIONAL CONFERENCE IS THE PLACE TO BE**

DON'T FORGET TO PROVIDE A LINK!
conference.aises.org

HELP US REACH STUDENTS

For Parents, Educators, Chapter Advisors, Mentors

The AISES National Conference is the premier event for Indigenous students in STEM, attracting around 3,000 attendees from the U.S. and Canada. If your student is in STEM or interested in STEM, this event can be a pivotal point in the success of their educational journey. STEM fields can often be isolating, intimidating, and challenging. Having a support system is critical. This event can establish that for your student(s).

The National Conference is large but still has that personal element where it is easy to connect with people in the STEM community. Students can explore, learn, and meet people that could become new co-workers or even lifelong friends.

Over and over, attendees say AISES conferences are different from others. They provide an opportunity not only to open doors for STEM careers and further education, but also to experience culture, elders, and a sense of being part of something bigger. AISES is one big family.

Because the AISES family is growing, interest in the national conference is growing. This means your student(s) need to begin planning early as AISES has instituted an early registration deadline which is September 29, 2023. There will be no on-site registration.

WHAT STUDENTS GET OUT OF IT

- For some STEM students, this would be the first time meeting STEM academics, STEM PhDs, seeing Indigenous Excellence, and drawing on how prestigious this community is. It is a one-of-a-kind event!
- This event embraces Indigenous culture and affirms Indigenous identity. Students are encouraged to showcase their heritage.
- Network opportunities are endless! Students can build relationships with companies that support Indigenous STEM. This can lead to internships and future job opportunities.
- Students can find like-minded peers and motivation to get through the rest of the school year, as many attendees have mentioned that this event has re-energized them for the year.
- This is the family event that you look forward to and you don't want to miss!

AISES STUDENT MEMBERSHIP PERKS

Membership Benefits

- Strong Academic and Professional Networks
- Career Development
- Access to Job Board Access to Members-Only Website Content
- Discounted National Conference Registration
- Eligibility to Participate in AISES Events (NAIVSEF, Leadership Summit)
- Eligibility to apply for internships, scholarships, and awards
- Access to Membership Directory and online community
- Subscription to Winds of Change Magazine and Annual College Guide
- Ability to upload a resume to the membership database for companies to view

Pre-College (PK12) Student Rates

- Free!
- Eligibility to Participate in AISES Events
- Eligibility to Apply for Scholarships and Other AISES Opportunities
- Access to AISES Mentorship Program
- Discount to AISES National Conference

College Student Rates

- Free!
- Eligibility to Apply for Internships and Scholarships
- Ability to Upload a Resume to the Membership Database for Companies to View
- Access to AISES Mentorship Program
- Discount to AISES National Conference

PRECONFERENCE SOCIAL MEDIA CAPTIONS

For Attendees

I can't wait for #AISESNC23! If you haven't registered yet, there's still time to join us in Spokane! I'd love to see you there! Register now at conference.aises.org

Can't wait for #AISESNC23! Join me for education and networking at the @aises_hq National Conference. Learn more about the largest gathering of #NativesInSTEM at the conference.aises.org

Counting down the days until #AISESNC23! I'll be learning from amazing STEM experts and networking with colleagues at the @aises_hq National Conference. Let me know if you'll be there so we can meet!

HASHTAGS YOU CAN USE

#AISESNC23
#NativesInSTEM
#GoPlacesWithAISES
#WeAreAISES

FOLLOW & TAG US

@AISES

@AISES_HQ

DURING CONFERENCE SOCIAL MEDIA CAPTIONS

For Attendees

I'm at #AISESNC23 this week in Spokane. The sessions have been jam-packed as always, but the best part is seeing my friends and screening colleagues!

It's been wonderful to be reunited with my @aises_hq family at #AISESNC23!

I'm attending the @aises_hq National Conference! Excited to expand my skill set with the educational sessions and meet new colleagues at #AISESNC23.

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DURING CONFERENCE SOCIAL MEDIA CAPTIONS

For Presenters

Need to learn more about [insert general topic]? I'm presenting [insert session title] at the @aises_hq National Conference. Register now to save your seat at #AISESNC23 at conference.aises.org

[insert general topic] can be a challenge, but join me for [insert session title] at #AISESNC23 where I'll share from my experience as [insert area of expertise]. Can't wait to present at the @aises_hq National Conference!

Don't miss my session at #AISESNC23! I'll be sharing from my experience as [insert area of expertise]. Register now for the @aises_hq National Conference at conference.aises.org

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DURING CONFERENCE SOCIAL MEDIA CAPTIONS

For Sponsors

We're proud to sponsor the @aises_hq National Conference! Visit our booth at #AISESNC23 to learn more about [insert products/services].

Looking for solutions? Find us at #AISESNC23! The @aises_hq National Conference is an excellent opportunity to advance your business with education, networking and solutions.

What are your business challenges right now? Stop by our booth at #AISESNC23 for a chat with [insert staff name] about how [business name] can support your business needs.

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ATTENDEES & PRESENTERS SOCIAL MEDIA GRAPHICS

HASHTAGS YOU CAN USE

#AISESNC23
#NativesInSTEM
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#WeAreAISES

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@AISES_HQ

SPONSORS & EXHIBITORS SOCIAL MEDIA GRAPHICS

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