



Fall Symposium

NEWPORT BEACH, CA | SEPT 17-19

Presented
By:



**ACC
Premiere**
Advanced **cx** Services

MEDIA KIT

EVENT DETAILS

Build buzz and spread the word about SOCAP Fall Symposium with this handy toolkit!

Here you'll find a variety of email templates and posts to help get you started (Feel free to adjust the language to best fit your communication style).

Event Details

SOCAP Fall Symposium | September 17-19
Hyatt Regency John Wayne Airport
4545 MacArthur Boulevard, Newport Beach, CA 92660
949-975-1234
SNARJ.info@hyatt.com

Helpful Links

- SOCAP Fall Symposium: <https://socapsymposium.org>
- Pricing and Registration: <https://socapsymposium.org/registration-fees/>
- Hyatt Regency John Wayne Airport: <https://www.hyatt.com/en-US/group-booking/SNARJ/G-MBR1>

Event Description

BEING HUMAN: THE ART OF CUSTOMER CONNECTION

In an age dominated by AI and other technological advancements, we're underscoring the indispensable role of human interactions in CX. Attendees will explore how to effectively integrate technology without losing the personal touch that is critical to building lasting customer and employee relationships. Emphasizing a balance between digital efficiency and human empathy, "Being Human" aims to redefine the future of customer engagement in a tech-savvy yet people-centered manner.

SOCAP Tagline: Come for the Knowledge, Stay for the Network!™

SOCAP Hashtags: #SOCAPInternational #SOCAPPY #SOCAPSymposium

SOCAP LinkedIn: <https://www.linkedin.com/company/socap/>

Questions?

Email: marketing@socap.org

MEMBER EMAIL

Subject: Join me at SOCAP Fall Symposium in Newport Beach, CA!

Dear [Recipient's Name],

As a SOCAP member, I want to extend a personal invitation to join me at Fall Symposium – Being Human: The Art of Customer Connection – in Newport Beach, CA, September 17-19!

We have several exciting and engaging general sessions planned including:

- **Miracle Minded Manager: A Modern-Day Parable about How to Apply a Course in Miracles in Business.** John Murphy, Award-winning Author, Speaker and Business Consultant, will present key insights from his best-selling book. In this intriguing presentation you may discover you're not who you think you are...
- **The Algorithm: When AI Goes Bad in the Hiring Processes.** Author and Emmy-award winning *Wall Street Journal* and *Guardian* contributor Hilke Schellmann delivers a shocking and illuminating exposé on one of the most pressing civil rights issues of our time: how AI has quietly, and mostly out of sight, taken over the world of work.
- **Empathy in Action.** Dr. Natalie Petouhoff, Co-author, *Empathy in Action: How to Deliver Great Customer Experiences at Scale*, delivers a bold new look at how technology can become a force multiplier to deliver more empathy and integrate deeper, more personalized human connections into everyday business interactions at scale.

See the full agenda as well as sponsorship and exhibitor opportunities at SOCAPsymposium.org.

If you have any questions, please let me know.

My fellow SOCAP members and I are #SOCAPPY to welcome you to Newport Beach!

[your name]

SPONSOR EMAIL

Subject: Join [Your Company Name] at the SOCAP Fall Symposium in Newport Beach, CA!

Dear [Recipient's Name],

I'm excited to announce that [Your Company Name] is a proud sponsor of the upcoming SOCAP Fall Symposium in Newport Beach, CA, September 17-19.

The event is a gathering of influential and visionary professionals from the consumer affairs industry and provides a valuable opportunity to network, share knowledge, and explore innovative strategies for enhancing consumer relationships.

At [Your Company Name], we believe in fostering connections and collaborative discussions that drive growth and innovation, and we can't think of a better platform for this than the SOCAP Symposium. We hope you will join us at Fall Symposium for a mix of engaging keynote presentations, interactive workshops, and panels led by industry thought leaders, including some from our own team at [Your Company Name].

To learn more and register, please visit socapsymposium.org.

Can't wait to see you in Newport Beach!

[Your Name] [Your Position] [Your Contact Information] [Your Company Name]

SPEAKER EMAIL

Subject: Join Me at SOCAP Fall Symposium in Newport Beach, CA – I'm Speaking!

Dear [Recipient's Name],

I'm thrilled to share some exciting news: I've been invited to speak at the upcoming SOCAP Fall Symposium in Newport Beach, CA, September 17-19.

My presentation, titled "[Your Presentation Title]," will delve into [briefly describe the topic of your presentation].

This topic is particularly close to my heart, and I believe it holds great relevance in the ever-evolving landscape of consumer affairs. I would be truly honored if you could join me at the Symposium.

Not only will you gain valuable insights from the sessions, but it's also a great chance to network with other professionals and learn about cutting-edge strategies and trends in our industry.

I look forward to connecting with you in person, sharing ideas, and learning from each other's experiences. You can learn more about the event and register at socapsymposium.org.

See you in Newport Beach!

[Your Name] [Your Position] [Your Contact Information]

P.S. I will also be available for discussions and to answer any questions you may have about my presentation.

SOCIAL MEDIA SPONSORS

1. We're excited to be a sponsor of the SOCAP Fall Symposium! This year's event is all about Being Human: The Art of Customer Connection. We hope you'll join us in Newport Beach, CA, September 17-19 for industry insights, collaboration and fun. "Come for the Knowledge, Stay for the Network!"

Learn more and register at: <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium
2. Are you a CX professional looking to connect with like-minded individuals and learn about the latest trends? Then you need to attend SOCAP Fall Symposium in Newport Beach, CA, September 17-19! We're proud sponsors of this year's event and hope you'll join us. "Come for the Knowledge, Stay for the Network!"

Learn more and register at: <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium
3. We're sponsors of the SOCAP Fall Symposium in Newport Beach, CA, September 17-19! Join us for this special event exploring "Being Human: The Art of Customer Connection."

"Come for the Knowledge, Stay for the Network!"

Learn more and register at: <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium
4. SOCAP Fall Symposium in Newport Beach, CA, September 17-19 is the perfect place to connect with like-minded individuals who are passionate about customer experience. We're sponsors at this year's event and hope we'll see you there for opportunities to build relationships and learn new CX solutions. "Come for the Knowledge, Stay for the Network!"

Learn more and register at: <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium

SOCIAL MEDIA SPEAKERS

1. Exciting news! I'm thrilled to announce that I'll be speaking at SOCAP Fall Symposium in Newport Beach, CA, September 17-19! Get ready for insightful discussions and innovative ideas. Can't wait to see you there! "Come for the Knowledge, Stay for the Network!"

Register and learn more at <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium
2. Cali, here we come! Honored to share that I'll be taking the stage at SOCAP Fall Symposium in Newport Beach, CA, September 17-19. Let's navigate the future of consumer affairs and CX together! "Come for the Knowledge, Stay for the Network!"

Learn more and sign up at <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium
3. Calling all CX professionals! I'm honored to be speaking at SOCAP Fall Symposium in Newport Beach, CA, September 17-19. "Come for the Knowledge, Stay for the Network!"

Register and find out more: <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium
4. Mark your calendar! I'm excited to join other industry leaders at SOCAP Fall Symposium in Newport Beach, CA, September 17-19. Let's shape the future of customer relations together. "Come for the Knowledge, Stay for the Network!"

Reserve your spot and find out more at <https://socapsymposium.org>
#SOCAPInternational #SOCAPPY #SOCAPSymposium

SOCIAL MEDIA GENERAL

1. 🌊 **Waves & Wisdom in Newport Beach!** 📖

Hey everyone! If you're deciding whether to hit up SOCAP FALL SYMPOSIUM in Newport Beach, think about this: where else can you mix sun, surf, and some serious networking? Grab your sunglasses and business cards because Newport Beach is calling September 17-19! "Come for the Knowledge, Stay for the Network!"

Learn more and secure your spot at <https://socapsymposium.org/>
#SOCAPInternational #SOCAPPY #SOCAPSymposium #SunSandSuccess

2. 🌟 **Starry Nights & Insightful Lights in Newport** 🌟

What's better than a beach day? A beach conference day! 🏖️ Join me for SOCAP FALL SYMPOSIUM in Newport Beach, CA, September 17-19, where the waves aren't the only things making splashes. We're talking insights, ideas, and innovations by the ocean. Don't miss out on leveling up in the most scenic way possible! "Come for the Knowledge, Stay for the Network!" Learn more and secure your spot at <https://socapsymposium.org/>

#SOCAPInternational #SOCAPPY #SOCAPSymposium #BeachfrontBrainstorm

1. 🍹 **Mix Business with Pleasure in Newport Beach!** 📈

Who said professional events have to be all suits and no fun? Come to SOCAP FALL SYMPOSIUM in Newport Beach, CA, September 17-19, where every seminar could end with a sunset. Let's make connections over cocktails and coastal views!

🏖️ "Come for the Knowledge, Stay for the Network!" Learn more and secure your spot at <https://socapsymposium.org/>

#SOCAPInternational #SOCAPPY #SOCAPSymposium #NetworkingWithAView

2. 🔥 **Hotspot for Hotshots: Newport Beach Edition!** 🔥

Are you a rising star in your field or looking to be one? SOCAP FALL SYMPOSIUM in Newport Beach, CA, September 17-19, is the hotspot for all things innovative. Connect with leaders, disruptors, and creators that can help skyrocket your career. "Come for the Knowledge, Stay for the Network!"

Learn more and secure your spot at <https://socapsymposium.org/>

#SOCAPInternational #SOCAPPY #SOCAPSymposium #NewportNetworker

3. 🚤 **Dock Your Boat, Build Your Network** 🚤

Newport Beach, CA, isn't just another pretty place; during SOCAP FALL

SYMPOSIUM September 17-19, it's a hub for professionals who know how to work hard and play harder. Come for the conference, stay for the connections (and maybe a party or two 😊). Let's make waves together in Newport Beach! "Come for the Knowledge, Stay for the Network!"

Learn more and secure your spot at <https://socapsymposium.org/>
#SOCAPInternational #SOCAPPY #SOCAPSymposium

4.  **Sneakers on the Sand? Only in Newport Beach!** 

Ever attended a workshop with a beach view? Pack those flip-flops (but bring your sneakers, because opportunities run fast here!). SOCAP FALL SYMPOSIUM in Newport Beach, CA, September 17-19 is the ultimate meet-up spot where ideas flow as freely as the tide. Catch the next wave of your career with us! "Come for the Knowledge, Stay for the Network!"

Learn more and secure your spot at <https://socapsymposium.org/>
#SOCAPInternational #SOCAPPY #SOCAPSymposium

5.  **Sunny Dispositions, Serious Discussions in Newport Beach** 

Nothing like a little Vitamin Sea to boost your networking energy! SOCAP FALL SYMPOSIUM in Newport Beach, CA, September 17-19, is not just sun and sand; it's where the brightest minds gather to soak up the latest industry trends under the Californian sun. Join us and light up your professional path! "Come for the Knowledge, Stay for the Network!"

Learn more and secure your spot at <https://socapsymposium.org/>
#SOCAPInternational #SOCAPPY #SOCAPSymposium

6.  **Turn the Tide on Traditional Conferences in Newport** 

Tired of the same old conference rooms? We're bringing the boardroom to the boardwalk in Newport Beach at SOCAP FALL SYMPOSIUM September 17-19! Imagine discussing your next big project with a backdrop of the ocean and palm trees swaying. It's not just networking; it's networking in paradise. "Come for the Knowledge, Stay for the Network!"

Learn more and secure your spot at <https://socapsymposium.org/>
#SOCAPInternational #SOCAPPY #SOCAPSymposium #BoardwalkBoardroom

NETWORKING TIPS

Networking at professional events can be a great opportunity to expand your connections and learn from others in your field. Here are some tips to help you make the most of these occasions:

1. **Set Goals:** Before the event, think about what you want to achieve. Are you looking to find a mentor, gain insights into a new field, or simply meet new colleagues? Having clear goals can guide your interactions.
2. **Prepare Your Introduction:** Have a succinct and interesting way to introduce yourself. Include your name, what you do, and perhaps a talking point that could lead to a deeper conversation.
3. **Ask Open-Ended Questions:** Encourage others to talk about themselves by asking questions that require more than a yes or no answer. For example, "What projects are you currently excited about?"
4. **Listen Actively:** Show genuine interest in what others are saying. Active listening can make people feel valued and open up more profound discussions.
5. **Use Social Media:** Connect with the event and attendees on social media. Engage with posts about the event, and use the event's hashtag to share your thoughts and connect with others.
6. **Follow Up:** After the event, reach out to the people you met. Send a personalized message recalling your conversation and expressing interest in keeping in touch. This can help solidify your new connections.
7. **Bring Business Cards:** Even in the digital age, business cards are a quick and effective way to exchange contact information. Make sure your cards are up-to-date and professional.
8. **Join Group Conversations:** Don't be afraid to join in on group discussions. Wait for a natural pause in the conversation to introduce yourself and contribute.

Remember, SOCAP members are a friendly, approachable group. When in doubt, ask them about their favorite topic...themselves!