

 **AAKP** 48TH ANNUAL

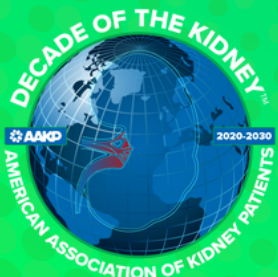
NATIONAL PATIENT MEETING

SEPT 20–22, 2023

TRANSPLANT
DIALYSIS
KIDNEY
INNOVATION
RESEARCH
EDUCATION
POLICY
ADVOCACY
CHOICE
PATIENT ACCESS

TRANSFORMING AMERICAN KIDNEY HEALTH
PATIENTS TAKE THE LEAD

VIRTUAL EVENT TOOLKIT



SECTION 1

Event Overview

SECTION 2

Important Links, Profiles, and Hashtags

SECTION 3

Email Marketing Drafts

SECTION 4

Social Media

SECTION 5

Graphics

SECTION 6

Video Testimonials



SECTION 1

Event Overview

Each year, AAKP hosts a **timely and engaging virtual meeting featuring a diverse lineup of speakers** crossing all sectors of the kidney community, including the top influencers in kidney care from the federal government to medical professionals, academia, private industry, and allied non-profit organizations in the kidney community that you won't want to miss! AAKP's sophisticated and interactive virtual event platform also allows for networking among speakers and fellow attendees through our lounge, a discussion board to join in on the conversation, a social media wall to keep up with what's trending, a fun virtual photo booth, and a virtual exhibit hall! The AAKP After Hours section provides follow-on content OnDemand.

“

Each individual patient with kidney disease has a unique perspective. That perspective is always born out in their personal kidney journey story. So Listen. You may learn something of great interest and value.

KENT BRESSLER, KIDNEY PATIENT

”

SECTION 2

Important Links, Profiles, & Hashtags

Register: bit.ly/AAKPNPMRegistration

Learn more: bit.ly/AAKPNPM

Hashtags: #KidneyPatients23

Profiles to Tag: Transforming American Kidney Health - Patients Take the Lead

 @kidneypatient

 @american association of kidney patients

 @kidneypatients

 @kidneypatients

SECTION 3

Email Marketing Drafts

Please consider helping AAKP invite more kidney patients to connect with knowledgeable allies! By including the National Patient Meeting in your emails, more kidney patients, care partners, and living donors will gain invaluable support and education. Sometimes, this comes as a kind word of empathy or a tip on easing the difficulties of living with kidney disease.

The following section includes language and graphics about the event that can easily be added to your regular emails to your network. Thank you for helping build a more connected and educated patient consumer community!

BLOCK A ESSENTIAL INFORMATION

48TH ANNUAL NATIONAL PATIENT MEETING

TBD - 2023 THEME / TITLE / DESCRIPTION

September 20-22, 2023

BLOCK B EVENT DESCRIPTION

Each year, AAKP's National Patient Meeting brings kidney patients and a diverse lineup of speakers together to engage directly on timely kidney-related issues through presentations, panel discussions, and breakout sessions. Speakers represent all sectors of the kidney community including the top influencers in kidney care from the federal government to medical professionals, academia, private industry, and allied non-profit organizations. Enjoy a virtual exhibit hall which will allow participants to engage with various kidney-related companies/organizations and more through this year's virtual event platform!

Don't miss it, register today!

September 20-22, 2023

Virtual | Free

Learn More and Register: bit.ly/AAKPNPM



DOWNLOAD GRAPHICS



#KidneyPatients23

SECTION 4

Get Active on Social Media

Conversations about healthcare happen online every day. In fact, a recent study found **85% of patients used social media to find health information**.^{*} Your voice on social media can be a powerful tool to reach fellow kidney patients on platforms where they are already looking for health information.

When you decide to post on social media about the AAKP National Patient Meeting, you are inviting a kidney patient, family member, or living donor to a life-changing opportunity to engage with a genuine patient community and others who have gone through similar experiences. Not to mention, your followers get to see how much you care about kidney issues!

The following section includes draft language for you to use on various social media platforms as appropriate for you and/or your organization. Your engagement helps connect a lone kidney patient with a community who cares!

POST 1 GENERAL POST

It's time to let kidney patients lead the conversation! The AAKP National Patient Meeting brings kidney patients and experts together for real conversations. Learn more today and register: bit.ly/AAKPNPM **#KidneyPatients23**

POST 2 GENERAL POST

If you're a kidney patient, THIS is the event you need to join to learn the latest on kidney care innovation, research, policy issues, advocacy training sessions and much more! Join us and fellow kidney patients at this year's National Patient Meeting, taking place virtually Sept. 20-22! Learn more and register today: bit.ly/AAKPNPM **#KidneyPatients23**

POST 3 FROM A KIDNEY PATIENT

As a kidney patient living with [type of kidney disease], I am excited to reunite with my kidney community at the AAKP National Patient Meeting! Don't miss out on all the education, training sessions, networking lounge, discussion board, virtual exhibit hall and much more! Will you join me? Learn more and register: bit.ly/AAKPNPM **#KidneyPatients23**

POST 2 FROM YOUR COMPANY

We at @[name of your organization] are proud to participate in AAKP's National Patient Meeting. It's THE largest gathering of kidney patients and a place to share their lived experiences and connect with a genuine community of fellow kidney warriors. We are ready to listen and hope to see you there! Learn more about this year's virtual event and register: bit.ly/AAKPNPM **#KidneyPatients23**

^{*}www.ncbi.nlm.nih.gov/pmc/articles/PMC6969626/

SECTION 5

Graphics

Here are attention-grabbing official event graphics to include with your post with all the key event information.



SECTION 6

Video Testimonials

The best way to prove the impact of the National Patient Meeting is to hear from you directly. Please record a short video of yourself that we can share on social media!

Here are a few prompts to respond to:

Why are you excited to attend the National Patient Meeting?

How has a connection made at the National Patient Meeting impacted your life?

What have past National Patient Meetings taught you about your own kidney health care?

Here are a few tips on capturing a fun video:

- Go outside to your yard, a nearby park, or anywhere else you feel relaxed! Visually appealing settings like the outdoors help make videos attractive to viewers.
- Turn your camera on its side (aka panoramic mode) to record your video. This helps our AAKP team make your video look and sound professional using your own mobile device.
- Keep it short! 30-45 seconds is an ideal duration for a testimonial video.

Be sure to follow AAKP on social media for more event content and information!

Questions? Contact Jerome Bailey at jbailey@aakp.org.