



APPrO 2019 Media Toolkit

APPrO appreciates the help of all of our speakers, partners, volunteers and participants. Thank you for helping to get the word out!

The following concise guide gives you a quick list of resources for promoting APPrO 2019 to your professional networks. Many of you are already working with us to spread the word through social media, email, word of mouth, and your newsletters and websites. We appreciate these efforts and hope you'll continue to make APPrO the leading event of its kind in Canada.

APPrO 2019 Description

APPrO 2019 is the leading events in Canada where you can participate in important discussions on industry changes, current business plans and commercial opportunities in Canadian power. This well attended event takes place each fall in downtown Toronto and focuses on the business of power. Now in its 31st year, the APPrO Annual Canadian Power conference provides two days of thoughtful, curated content given by leading experts in the industry. As well, the Power Networking Centre is known as a hub for industry networking, providing valuable opportunities to make key connections with major players across all power technologies - in one place, at one time.

Links and Handles

APPrO 2019 website url	www.appro2019.com
Twitter Handle	@APPrOntario
APPrO LinkedIn Page	https://www.linkedin.com/company/association-of-power-producers-of-ontario-appro-/

Jake Brooks LinkedIn Articles	https://www.linkedin.com/in/jake-brooks-9765559/detail/recent-activity/posts/
APPrO YouTube Page	https://www.youtube.com/channel/UCAwW194Kmge1AcvSuAV2ihg?feature=watch
APPrO PowerBrief e-Newsletter	https://appro.org/news-media/powerbrief-weekly/subscribe-to-appro-powerbrief.html
APPrO Facebook Page (The Power Memory Project)	https://www.facebook.com/APPrOPowerMemoryProject
Hashtags	#appro2019, #energy, #electricity, #disruption, #powergeneration, #onpoli #energypolicy, #electricitypolicy, #energytechnology, #powerfinance, #DERs, #storage
Registration for APPrO 2019, Westin Harbour Castle, Toronto ON, Nov 21&22, 2019	https://conference.appro.org/conference2019/easyregistration.html
Stay up to date on APPrO 2019	https://appro.org/subscribe.html

Sample Messages

Media Channel	Topic	Sample Message
Twitter	New speakers and content, updates	Please be sure to retweet us #APPrO2019 and mention us @APPrOntario
	General tweet	Looking forward to attending @APPrOntario's #APPrO2019 Annual Canadian Power Conference this November 21 & 22 in Toronto http://bit.ly/appro2019_register
LinkedIn	New speakers	Repost us https://www.linkedin.com/company/1822885/admin/updates/
Facebook	New speakers & content	Do you want to hear the latest on policy directions, business strategies, regulatory intentions, and partnership opportunities that affect your bottom line? Hear the industry experts at #APPrO2019 - Register early and save:

	http://bit.ly/appro2019_register
Website and Newsletter	<p>Please include our event listing(s) on your website and in your newsletters:</p> <p>The Association of Power Producers of Ontario (APPrO) presents APPrO 2019, the 31st Annual Canadian Power Conference & Networking Centre: Participate in important discussions on the coming industry changes, current business plans and commercial opportunities in Canadian power. As well the APPrO conference provides a unique opportunity to make valuable connections with top-tier power industry professionals across all power technologies. All in one place - at one time! Register now for APPrO 2019 - Thursday November 21 & Friday, November 22 at the Westin Harbour Castle in Toronto! appro2019.com #appro2019</p>
Other customized outreach	<p>Please don't hesitate to contact carole.kielly@appro.org to discuss assistance with a customized approach to highlight your participation at APPrO 2019. We have a range of templates and options that will allow you to promote yourself as a speaker, sponsor and as a delegate. We're here to help!</p>

Promotional Graphics



**31st Annual Canadian
Power Conference & Networking Centre**



**Westin Harbour Castle, Toronto
November 21 & 22**

appro2019.com | #appro2019

Additional customized graphics are available upon request. For additional promotional resources, or if you have any questions about the above, please don't hesitate to contact us.

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