

AISES

2024 NATIONAL CONFERENCE
OCTOBER 3 - 5, 2024 | SAN ANTONIO, TX

OUTREACH MEDIA KIT

conference.aises.org

PURPOSE OF OUTREACH KIT

2024 AISES National Conference

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



WAYS TO USE OUTREACH KIT

2024 AISES National Conference

SHARE WHY THE NATIONAL CONFERENCE IS A MUST-ATTEND WITH YOUR UNIQUE PERSPECTIVE!



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.

- 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.

ABOUT THE NATIONAL CONFERENCE

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.



2024 AISES NATIONAL CONFERENCE

Rivers of Resilience: Sustaining Indigenous Innovation
October 3-5, 2024. | San Antonio, TX

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

2024 AISES National Conference



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!



DON'T FORGET

- Add your own experience on why the National Conference is the place to be!
- Link to the conference website: conference.aises.org



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!
- Share with an educator!
- Learn more about the the largest gathering of Indigenous People in STEM!

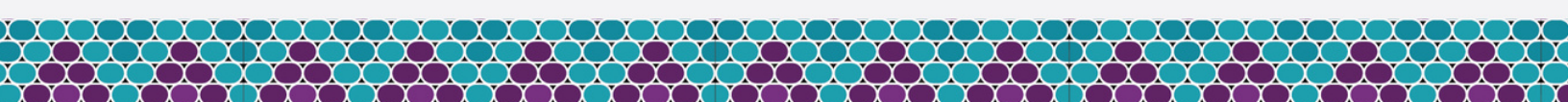
HELP US REACH STUDENTS

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.



WHAT STUDENTS GET

2024 AISES National Conference

- 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!



STUDENT MEMBERSHIP Perks

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 (NAISEF, Canada National Gathering)
- 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



ATTENDEES SOCIAL MEDIA CAPTIONS

Preconference

@AISES

I can't wait for #AISESNC24! If you haven't registered yet, there's still time to join us in San Antonio! I'd love to see you there! Register now at conference.aises.org

@AISES

Can't wait for #AISESNC24! 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

@AISES

Counting down the days until #AISESNC24! 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 TO USE

#AISESNC24 #NativesInSTEM

#GoPlacesWithAISES #WeAreAISES

FOLLOW & TAG US

   @AISES

 @AISES_HQ



ATTENDEES SOCIAL MEDIA CAPTIONS

During Conference

@AISES

I'm at #AISESNC24 this week in San Antonio. The sessions have been jam-packed as always, but the best part is seeing my friends and screening colleagues!

@AISES

It's been wonderful to be reunited with my @aises_hq family at #AISESNC24!

@AISES

I'm attending the @aises_hq National Conference! Excited to expand my skill set with the educational sessions and meet new colleagues at #AISESNC24.

HASHTAGS TO USE

#AISESNC24 #NativesInSTEM

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PRESENTERS SOCIAL MEDIA CAPTIONS

During Conference

@AISES

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 #AISESNC24 at conference.aises.org

@AISES

[insert general topic] can be a challenge, but join me for [insert session title] at #AISESNC24 where I'll share from my experience as [insert area of expertise]. Can't wait to present at the @aises_hq National Conference!

@AISES

Don't miss my session at #AISESNC24! I'll be sharing from my experience as [insert area of expertise]. Register now for the @aises_hq National Conference at conference.aises.org

HASHTAGS TO USE

#GoPlacesWithAISES #WeAreAISES

#AISESNC24 #NativesInSTEM

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SPONSORS SOCIAL MEDIA CAPTIONS

During Conference

@AISES

We're proud to sponsor the @aises_hq National Conference! Visit our booth at #AISESNC24 to learn more about [insert products/services].

@AISES

Looking for solutions? Find us at #AISESNC24! The @aises_hq National Conference is an excellent opportunity to advance your business with education, networking and solutions.

@AISES

What are your business challenges right now? Stop by our booth at #AISESNC24 for a chat with [insert staff name] about how [business name] can support your business needs.

HASHTAGS TO USE

#AISESNC24 #NativesInSTEM

#GoPlacesWithAISES #WeAreAISES

FOLLOW & TAG US

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 @AISES_HQ



SOCIAL MEDIA GRAPHICS

2024 AISES National Conference

GRAPHICS ONLY VERSION



PRESENTER AND SPONSOR INFORMATION VERSION



ACCESS THE TEMPLATES HERE
conference.aises.org/resources