

Become an **#ESPGHAN24** Ambassador

WILL YOU BE OUR AMBASSADOR?

JOIN THE #ESPGHAN24 CONVERSATION!

ESPGHAN looks to build a worldwide network of scientists and professionals interested in Paediatric Gastroenterology, Hepatology, and Nutrition!

ESPGHAN brings together researchers, students and professionals working in the PGHAN field, and provides a multidisciplinary meeting to discuss the latest developments.

But you don't have to wait until the Annual Meeting in May to be part of the discussion! Join the #ESPGHAN24 conversation and be at the core of the community, by becoming an ESPGHAN 2024 Social Media Ambassador.

We are looking for a diverse team of engaged individuals who are:

- Interested in Paediatric Gastroenterology, Hepatology, and Nutrition
- Planning to attend the ESPGHAN Annual Meeting in May
- Active on LinkedIn (*Facebook & X are optional*)
- Ready to spread the word before and during the Annual Meeting

What does it mean to be an ESPGHAN 2024 Ambassador?

As an ESPGHAN 2024 Social Media Ambassador you will post before and during the Annual Meeting on ESPGHAN lectures/topics/tracks that you are personally interested in.

As the official language of ESPGHAN 2024 is English, most posts should be in English, but you are also encouraged to post in other languages you know.

What are the benefits for our Ambassadors?

Apart from being at the centre of an international community in an exciting area of research, ESPGHAN Social Media Ambassadors will receive recognition and extra exposure through our channels. If you are selected to be in the team of ambassadors, you will receive these attractive benefits:

- Five of our Ambassadors will be provided free onsite registration for ESPGHAN 2024
- Three Ambassadors will be provided free online registrations*

** Depending on the final number of Ambassadors*

*** Ambassadors who have already registered will be reimbursed*

Time Requirements

- In the months before the ESPGHAN Annual Meeting: The role does not require any more than a total of 2-3 hours a month of your time
- Onsite: The role will not require more than an hour in total per day
- Please note: As an ambassador, you will have our Social Media manager's full support and can request assistance with any type of media content created (e.g., video editing/posting/short briefing meetings, etc.)

Further details on the Social Media Ambassador Role

- Actively use the official hashtag in ESPGHAN-related posts – promoting the use of #ESPGHAN24 before, during and after the Meeting
- At the beginning of each month leading up to the event,

you will receive an e-mail with marketing materials to share, including relevant deadlines and social media tips from our Social Media Manager

- Post at least twice a month leading up to the Annual Meeting – either suggested content by our Social Media Manager, or posts of your own. You can decide which part/program feature/benefit of the congress you to post about
 - Be active during the Annual Meeting – some optional activities below:
 - Live posting from scientific sessions, opinion posts, re-share important updates from the ESPGHAN channels
 - Share a short video of yourself wrapping up 1 or 2 event days
 - Encourage your followers to share their experiences with ESPGHAN
 - Optional: Share a short video of yourself about why you are attending the Annual Meeting and/or publish a quote answering the question:
 - “What makes ESPGHAN unique?”
 - “What are you looking forward to at #ESPGHAN24?”

Application deadline – 29 February 2024 (Midnight CET)

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