



2022 LCI Congress Promotional Timeline & Checklist

LCI is dedicated to helping design and construction professionals continue their Lean journeys—and we know you are too. Your words can inspire others. Your partnership can help shape the future. We encourage you to show your leadership, your influence, and your commitment to the industry by reminding your peers just how essential this event is every year. Help get the word out about Congress—and your presentation—by sharing on LinkedIn and any other social channels you use!

Visit www.lcicongress.org/2022/speakertoolkit for additional information and to download Congress messaging and graphics you can use right away. Please make sure to always tag us in your posts:

@LeanConstructionInstitute, #LCICongress22, and include the Congress link: www.lcicongress.org/2022.

AUGUST

- ☐ Start spreading the word about the 2022 LCI Congress on LinkedIn and your other social channels — share a few of our pre-written social media posts (or write your own!) and download graphics from our toolkit to add impact.
- ☐ Place a banner ad on your website and company newsletter to let everyone know you'll be speaking at Congress. Design your own or download a premade one from the toolkit.

SEPTEMBER

- ☐ Keep the conversation and momentum going by posting a short, informal video on LinkedIn and your other social channels—and/or continue sharing our pre-written social posts about the benefits of attending Congress.
- ☐ Send email invitations to your colleagues, clients, and friends to encourage them to join you at Congress. Write your own or adapt the sample email in the toolkit.

OCTOBER

- ☐ Post reminders on LinkedIn about your session and that Congress is coming up soon!

AFTER CONGRESS

- ☐ Send follow-up notes to connect with new contacts, colleagues, and leads you met at Congress.
- ☐ Continue to share what you spoke about at Congress on LinkedIn and your other social channels and feel free to mention how much you enjoyed Congress and that you are excited for next year!



SPECIAL DISCOUNT: We're offering \$100 off registration for your networks—just have them go to <https://lcicongress.org/2022/lean-design-construction-interest-form/> for the discount code.

**Valid for first-time Congress attendees only.*