

LinkedIn Marketing Kit for Presenters

for the 2025 APCDA Conference

Each presenter should:

1. Craft posts that focus on **value creation** for the audience.
 2. Use **conference hashtags** and tag other participants to amplify visibility.
 3. Include a **call to action (CTA)** that encourages readers to register or attend your session.
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Step-by-Step Instructions

Create an engaging post about your upcoming session. Here's what to include:

- **Start with a hook:** Ask an intriguing question or share a compelling statistic related to your topic.
- **Mention the conference details:** 2025 APCDA Hybrid Conference, May 12-27, 2025, Zhengzhou China and Virtual, Webpage: <https://asiapacificcda.org/2025-apcda-hybrid-conference/>
- **Highlight the session:** Briefly describe what you'll be talking about and what attendees will gain.
- **Call-to-Action (CTA):** Encourage readers to register for the conference or attend your session.

Example Post 1:



Are you ready to unlock the secrets of [Topic/Problem]?

I'm thrilled to be speaking at the 2025 APCDA Hybrid Conference (May 12 – 26, 2025), where I'll share insights on [Session Title].

If you've ever wondered [intriguing question related to topic], this is the session for you!

Let's connect, learn, and grow together. Don't miss it—register now: <https://asiapacificcda.org/2025-apcda-hybrid-conference/> #APCDA2025 #CareerDevelopment

[Conference LinkedIn Banner]

Example Post 2:



Public speaking has always been a passion of mine, especially when it comes to [Topic].

I'm excited to share my experiences and insights at the 2025 APCDA Hybrid Conference (May 12 – 26, 2025), where I'll talk about [Session Title].

Here's a sneak peek: Did you know [insert surprising or thought-provoking fact about topic]?

Join me on [Date/Time] to dive deeper into this and connect with like-minded professionals.

See you there! <https://asiapacificcda.org/2025-apcda-hybrid-conference/> #APCDA2025

#CareerDevelopment

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Example Post 3:

The Asia Pacific Career Development Association (APCDA) provides an international forum for sharing career development ideas and experiences in the Asia Pacific region. I am a (presenter, keynote speaker, panelist) for the conference. I am (speaking, presenting) on (Session ID and Title) on (Date and Time - local time in your country).

To attend the conference: <https://asiapacificcda.org/2025-apcda-hybrid-conference/>

[Conference LinkedIn Banner]

Additional Tips for Presenters

- **Use Hashtags** (see below)
- **Tag the Conference and Organizers**
Our event is here on LinkedIn: <https://www.linkedin.com/events/7300939583129591808/about/>
Our LinkedIn page is here: <https://www.linkedin.com/company/asia-pacific-career-development-association-inc/>
- **Engage with Comments**
Please reply to comments on your posts to foster engagement and build relationships.
- **Share Visuals**
Eye-catching visuals boost post performance. We invite you to add our conference banner to your post.

Resources:

- **Conference Hashtag:** #APCDA2025
- **Industry Hashtag:** #CareerDevelopment
- **Event Page/Registration Link:** <https://asiapacificcda.org/2025-apcda-hybrid-conference/>
- **LinkedIn Event Page:** <https://www.linkedin.com/events/7300939583129591808/about/>
- **Contact for Questions:** Emily@AsiaPacificCDA.org

Download Conference LinkedIn Banner (below): https://asiapacificcda.org/wp-content/uploads/2025/04/LinkedIn_Banner.png

2025 APCDA Hybrid Conference



Embracing the Future

Through Leadership, AI, and Career Design

引领未来：AI，领导力与生涯设计

May 12 - 26, 2025

Zhengzhou, China

