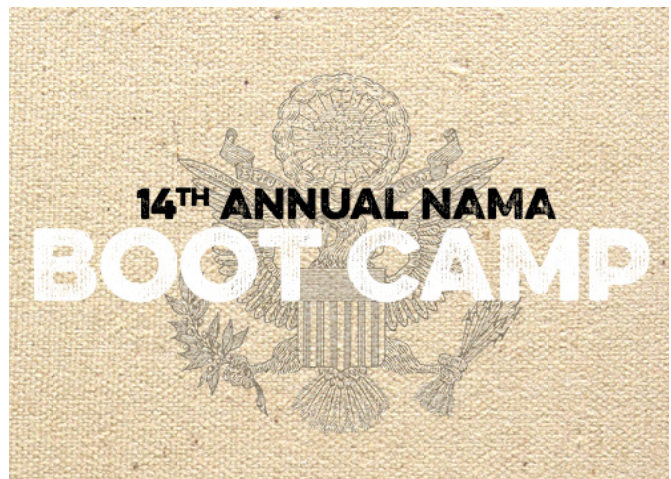


SOCIAL MEDIA TOOLKIT



Find what you need to know on the website:
www.nama.org/boot-camp-2017

IMPORTANT DETAILS:

- The 2017 NAMA Boot Camp will take place on **August 8-10 in Kansas City, MO.**
- Attendees can save **\$50** if they register by the early bird registration deadline: **July 26, 2017.**
- Non-members receive a free one-year NAMA membership with their Boot Camp registration.
- Some attendees arrive as early as Monday night to attend the **optional MoKan Ag Tour on Tuesday.**
- Boot Camp gives you **countless opportunities for networking** with your agri-marketing peers.
- Use the sample **social media posts** on the next page to start the conversation about NAMA Boot Camp 2017!





Facebook:

facebook.com/NationalNAMA



Twitter:

@officialNAMA

Whether you've just entered the rough working world or one who's been through the NAMA Boot Camp drill before, join NAMA on August 8-10 to learn more about the agri-marketing industry.

#namacamp17

Make plans to kick off Boot Camp at the MoKan Ag Tour! With stops at a corn/soy operation, Shatto Milk Company and Jowler Creek Vineyard & Winery, you know it's going to be a fun-filled day! Find more information and register today at www.nama.org/boot-camp-2017 **#namacamp17**

The early bird saves money! Register for Boot Camp by July 26 to get a discounted rate. Check out more online: www.nama.org/boot-camp-2017 **#namacamp17**

Reserve your room at the Sheraton Crown Center in Kansas City for Boot Camp 2017! Make sure to book by July 21 to get the discounted NAMA room rate. **#namacamp17**

We are just weeks away from Boot Camp 2017! We are excited about the speakers and to learn what's new in agriculture. We have a great line-up this year and you don't want to miss it. Register today! **#namacamp17**

Today is the day; the last day for you to register for Boot Camp at the lower rate! Register online at www.nama.org/boot-camp-2017 to claim your spot! **#namacamp17**

Networking. In today's world this is key to any successful career. Whether you are an established veteran or just starting out in ag, meeting new people can only help. Don't miss the networking activity at Boot Camp. Register now! **#namacamp17**

Use **#namacamp17** for all your tweets at Boot Camp and connect with your ag friends! Register now! www.nama.org/boot-camp-2017

Take advantage of the early bird rate for **#namacamp17**. Save some dough and register by July 26!

#namacamp17 is at the Sheraton Crown Center Kansas City Hotel. Book a room by July 21 for the NAMA rate.

Farmers and ranchers are constantly on the go. Join @nafbtom as he shares the importance of farm radio in the ag industry. **#namacamp17**

No matter how prepared you are, crisis can happen to anyone at any time. Get tips on how to handle them. **#namacamp17**

Need tips on communication styles? Gail Calhoun can help. Hear her speak in KC at **#namacamp17**.

Unwind after a full day at **#namacamp17**. Off-site reception at Brick House in Martini Corner. Enjoy drinks and games while you network with peers.

Learn how to communicate more effectively with local producers at the Producer Panel. Register today! **#namacamp17**

If you thought last year's speakers were great, just wait for this year! Join us in Kansas City this August for **#namacamp17**!

Today is the day! **#namacamp17** rates go up tomorrow, so register today! Call the office or go online to save some money! www.nama.org/boot-camp-2017

#namacamp17

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