



October 11-14, 2021

FALL MEETING

CONNECT WITH THE WORLD OF REAL ESTATE

CHICAGO, IL

ENGAGEMENT TOOLKIT

INTRODUCTION

Thank you for taking part in the 2021 ULI Fall Meeting! To help spread the word and showcase your participation, we have put together this toolkit, complete with sample posts to maximize your **#ULIFall** Meeting social media footprint.

Don't forget to follow ULI on Facebook, Instagram, LinkedIn, and Twitter to stay up-to-date on everything leading up to **#ULIFall**.

 @ULIGlobal

 @urbanlandinst

 @ULIGlobal

 @urbanlandinstitute

Using the official hashtag—**#ULIFall**—is a best practice that helps attendees easily find your posts. Monitoring the hashtag on social media also allows you to discover what attendees are talking about leading up to and during the event.

SOCIAL MEDIA

SAMPLE CAPTIONS

Copy and paste any of the sample social media messages below and share on social media. Or craft your own message about **#ULIFall** to share.

FOR SPONSORS:

- <Company Name> is a proud sponsor of **#ULIFall**. (Tag Urban Land Institute)'s Fall Meeting brings together the most influential leaders in real estate for four days of dynamic content, discussions, and networking that explore the issues shaping the real estate industry. Learn more: <https://fall.uli.org/>
- We're a proud (Add Level) sponsor of **#ULIFall!** Join (Tag Urban Land Institute) online to learn about the latest trends and innovations happening in the real estate industry today. Register now: <https://fall.uli.org/>
- Join us in person or online the week of October 11 for (Tag Urban Land Institute)'s Fall Meeting. Learn more about cutting-edge research and best practices, engage with a diverse multi-sector group of industry leaders, and get a behind-the-scenes look at some of the biggest deals in real estate. Check out the **#ULIFall** Meeting here: <https://fall.uli.org/>

FOR SPEAKERS:

- I am excited to be speaking on _____ at **#ULIFall**. (Tag Urban Land Institute)'s Fall Meeting brings together the most influential leaders in real estate for four days of engaging discussions that explore the issues shaping the real estate industry. Learn more: <https://fall.uli.org/>

FOR ALL PARTICIPANTS:

- I'm ready to reconnect at **#ULIFall** – are you? (Tag Urban Land Institute)'s Fall Meeting is a unique opportunity to renew relationships and re-engage in discussions that explore the most pressing issues shaping the real estate industry. Learn more: <https://fall.uli.org/>
- Join me for **#ULIFall** October 11-14 in Chicago! Learn more: <https://fall.uli.org/>

SOCIAL MEDIA



DOWNLOAD

POWERPOINT TEMPLATE

SESSION POWERPOINT TEMPLATE

TIPS FOR A KNOCKOUT PRESENTATION:

- **Keep your slides simple.** Too much information or too many images can be overwhelming or distracting. Try to limit each slide to one main point.
- **Practice makes perfect.** Make sure you practice using the online meeting tools ahead of time so you can make your presentation as seamless as possible.



DOWNLOAD