

PRELIMINARY MPRC IA MARKETING PLAN

SUBJECT TO CHANGE AS DETAILS ARE CONFIRMED

FLIGHT DATES: 5.8.23 – 8.14.23

SPEAKERS/SPONSORS WILL BE ASKED TO SUBMIT THE FOLLOWING QUESTIONS WHEN SUBMITTING THEIR CONFIRMATION DOCS:

- 'What is your favorite MPRC memory?'
- 'What are you looking forward to most at #MPRCIA2023?'

ON TOP OF THE PROPOSED WEEKLY TOPICS, WE WILL ALSO INCLUDE A SPEAKER AND/OR SPONSOR SPOTLIGHT POST

ALL SOCIAL POSTS, CONSTANT CONTACTS, & OTHER MARKETING TOOLS AND MESSAGES WILL INCLUDE BI-LINE FOR IOWA DHHS, CONTAIN SPONSORSHIP AVAILABILITY AND TICKET SALE INFORMATION

MPRC SOCIAL TOPICS:

- **5/8-HISTORY OF MPRC**
 - PREVIOUS CONFERENCES
 - Anniversary of CO
 - Partnership with Recovery Iowa/ Iowa HHS- see an MPRC in your area
- **5/15- DES MOINES**
 - MAPS OF THE TOWN
 - RECOVERY IOWA MAP
 - THINGS TO DO WHILE YOU'RE THERE – botanical garden
- **5/22- EMBASSY SUITES** – amenities, etc
- **5/29- RECOVERY IOWA HIGHLIGHT** – RCCs, etc
- **6/5- SPONSORSHIP HIGHLIGHTS**
- **6/12- TOP 10 COUNTDOWN STARTS**
 - STAFF VIDEOS
 - MOBILE APP
- **6/19-KEYNOTE HIGHLIGHTS**
- **6/26 -CONCEPT/IMPORTANCE OF MULTIPLE PATHWAYS**
- **7/3 -EXHIBITOR BOOTH ANNOUNCE**
- **7/10 -POST-CONFERENCE EVENT WITH THE PHOENIX**
- **7/17 - SPEAKER PODCAST PLAYLIST**
- **7/24 -EVENING & AM ACTIVITIES**
- **7/31 -DON COYHIS' HEALING CIRCLE**
 - DISCUSS OTHER EVENING, AM & PHOENIX ACTIVITIES
- **8/7 – SCIENCE OF RECOVERY FLASH SESSION HIGHLIGHT**
 - LAST-MINUTE PUSH REGISTRATION/ SPONSORSHIPS/ ETC
- **8/14 – THANK YOU RECOVERY IOWA/IOWA HHS**
 - LAST-MINUTE PUSH REGISTRATION/ SPONSORSHIPS/ ETC/