

AAOE

**SPEAKER
SUCCESS GUIDE
& KEY RESOURCES**

2026 LOUISVILLE
APRIL 20-22

Flourish

AAOE ANNUAL CONFERENCE
For the Business Side of Orthopedics



This is your go-to guide to make the most of your AAOE 2026 Annual Conference speaking experience. Use this kit to promote your session to your network of peers and colleagues. You have a great presentation, so make sure everyone knows about it! Tell them about the conference and encourage their attendance so they can make it to your session. Invite everyone to see you in Louisville.



About the AAOE Conference Attendees:

- 63%** C-LEVEL EXECUTIVES
- 20%** PRACTICE ADMINISTRATION/ OPERATIONS
- 7%** CLINICAL MANAGEMENT
- 6%** FINANCE/BILLING/CODING/RCM
- 4%** SALES/MARKETING/PHYSICIANS/ OTHER

Members typically hold non-clinical positions and are responsible for business operations within a practice including finance, human resources, risk management, and patient care systems. In addition:

- 94%** CONFERENCE ATTENDEES ARE FINAL DECISION-MAKERS OR PURCHASING INFLUENCERS
- 500+** TARGET ATTENDANCE FOR 2026 (2024 CONFERENCE ATTENDANCE WAS OVER 400)
- 460** ATTENDEES AT THE 2024 ANNUAL CONFERENCE REPRESENTED PRACTICES FROM 1 - 180 SURGEONS



Quick Facts About Conference

If you have any questions,
please email
education@aaoe.net

DATES

April 20 -22, 2026

LOCATION

Kentucky International Convention Center
221 S. 4th Street, Louisville, KY

HOTELS

Hyatt Regency Louisville
.3 miles away
\$219/night, plus taxes

Omni Louisville
.2 miles away
\$249/night, plus taxes

Galt House
.7 miles away
\$214/night, plus taxes

SPEAKER SERVICE CENTER

Your main destination to register for conference and to access information and materials to help you deliver an exceptional session. You should have received an email with your specific login ID and Password.

2026 Important Dates

Watch AAOE's social media platforms to comment, like, and share posts about your session!

See page 8 for editable social media images you can use.

Schedule social media countdown post - 30 Days to Conference	3/20/26
PowerPoint presentations, handouts, and quiz questions due	3/13/26
Mobile App available	4/6/26
Schedule social media countdown post - 5 Days to Conference	4/15/26
Schedule social media countdown post - 1 Day to Conference	4/19/26

Creating Promotional Videos and Blog Posts

Help us promote you, your session, and the AAOE Annual Conference by creating videos and blog posts!

▶ Promotional Video

- Keep it real – the name of the game is authentic, not polished, high-cost video production.
- Record as many times as you need – we can edit and we promise we'll make you look great!
- Record on your computer (Zoom or Teams) or phone.
- Introduce yourself, your session, and provide a reason that AAOE members should attend your session. Tip: Use the one-sentence elevator pitch you included in your session proposal to highlight the focus of your session and/or a key take away attendees will receive.
- Videos should be 30-45 seconds in duration, but don't worry too much about that as we can edit.

▶ Blog Post

- Prefer to write about your session instead of recording a video? Submit a brief summary (150 – 500 words) of your session to be included in the [AAOE Blog](#).
- Summary should include an introduction to you, your session, and a reason that AAOE members should attend your session.
- Blog posts should include a graphical element (e.g., a slide from your presentation, a chart or graph, or a tool that you will discuss during your session).

Creating Promotional Videos and Blog Posts

Post to Collaborate

Member Speakers Only

- Initiate a discussion about your session topic on AAOE Collaborate.
- Make a post and encouraging members to provide suggestions on what to include in your session, share why they plan to attend your session, or provide other comments.
- See the [Collaborate Quick Start Guide](#) for information on how to create your post.

► If you'd like assistance,

Use this [Calendly link](#) to schedule a quick meeting with AAOE Staff.

Or, contact education@aaoe.net for more information.

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Sample Social Media Content

Social media is the perfect way to spread the word. Make sure your followers know about your session and why they need to attend! Here are some sample posts and templates to use, but get creative and make your posts stand out! Try different messages, and post often to make sure nobody misses out.

▶ Promote Co-Presenters and Session Info

Example 1: Don't miss my session with _____ at #AAOE2026. Bring your colleagues!

Example 2: Come see me in Atlanta on [session date and time] to learn more about [session topic] during my session at #AAOE2026.

▶ Promote Your Topic

Example 3: What are the biggest challenges your practice faces with [session topic]? Come to my session at #AAOE2026 to learn how to tackle this problem.

▶ Include Links

Include call-to-action links to the website, view full schedule etc. by including any one of these URLs

- [Registration form](#)
- [Schedule](#)
- [Keynotes](#)

Social Media Templates

Available in different versions that you can use to post on your social media platforms

The post templates are **available for download**. With some minor changes to suit your needs, you can edit and post on your social media platforms.

Be sure to tag AAOE so we can like, comment, and share your posts! *Links on the next page.



FOLLOW AND TAG AAOE IN YOUR MARKETING AND WE'LL SHARE ON OUR PLATFORM



Facebook

@AAOE1

[Follow us on Facebook](#)



Instagram

**@AAOE_
OrthoExec**

[Follow us on Instagram](#)



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