



ISTE ADVOCACY NETWORK BOOTH

Edtech Advocacy Toolkit

DECEMBER 2019

Purpose of the ISTE Advocacy Network Booth

Arranging for a ISTE Advocacy Network Booth at a conference or another event can be a great way to inform attendees about a particular issue and encourage them to take action (e.g. send a letter to policymakers). Contact ISTE at advocacy@iste.org as early as possible to discuss your intention to host a ISTE Advocacy Network booth at your next conference. ISTE will provide you with the resources and information necessary to ensure that the booth is as successful as possible. Below are some tips for planning for this type of opportunity.

Planning the Booth

ESTABLISH A GOAL

Set a quantifiable goal for the booth to meet during the conference (e.g. number of letters sent to policymakers). As the conference proceeds, update attendees of progress towards the goal.

SECURE A STRATEGIC LOCATION

Begin discussions about the ISTE Advocacy Network booth during the early stages of your conference planning, focusing on securing space in the exhibit hall or other high-traffic area.

IDENTIFY VOLUNTEERS

Having your organization's board member volunteer for the ISTE Advocacy Network booth is a great way to increase participation and excitement for the booth. Also consider having students volunteer to help at the booth. Create a schedule (e.g. two-hour shifts) for volunteers.

BOOTH OPERATIONS

Secure 2+ computers (with mice if available), internet access, standing height tables, name tag ribbons to identify booth volunteers and participants, and signage pointing to the booth.

ADDITIONAL TIPS

Standing, rather than sitting at the computers, helps to cycle the participants through the booth and sends a message to conference attendees that it does not take a long time to participate.

A map with pins for participants to identify where they come from gives volunteers an opportunity to recruit participants from areas not yet represented on the map.

During Conference

LEVERAGE THE REGISTRATION DESK AND KEYNOTE

Be sure that individuals staffing the conference registration desk are knowledgeable about the ISTE Advocacy Network booth's location and purpose. Have them help you draw traffic.

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Make announcements at the conference keynotes about the ISTE Advocacy Network booth and encourage all attendees to participate.

REGULAR ANNOUNCEMENTS

Leverage social media and other avenues to regularly update conference attendees about the booth. The booth should be highlighted using the conference Twitter hashtag.

INCENTIVIZE PARTICIPATION

Incentives, such as a raffle or creating a checklist for conference attendees (with the ISTE Advocacy Network Booth as one of the destinations) are a great way to increase traffic.

INTERACT WITH THE CROWD

Ask some of your volunteers to mingle with the crowd to draw attendees to the booth.