

🌴 To beach their own...

Robin Leon <rleon@aupairinamerica.com>

Fri 17/05/2024 09:51

SO lovely seeing many of you at our APIA Conference in beautiful San Diego!
If you missed it, fear not...we'll be sharing conference content via live webinars in the coming weeks and months.

On to marketing matters! 🌴 🌴 🌴

🌴 Show and Share: Conference Edition!



You can probably tell from the requisite group selfie that this year's APIA conference was a huge hit. In addition to all the wonderful connecting and learning, conference content presents a great opportunity for posting.

A few ideas:

- **Create** a Linked In post including a photo from a general/workshop session or a group pic with your colleagues.

Share a learning, takeaway, or favorite quote from your time with our team.

- **Tag** APIA in your post (use the "@" button and then type "Au" *space* "Pair" and click on the APIA option when it pops up)
- **Engage** with your fellow APIA-er's content. Seek out posts about conference and like, comment, and share.

🌴 Sun-shiney Day



Carol Steinman finally got her day in the sun. It only took 15(!) Westport, CT Touch-A-Trucks before Carol and her au pairs got to enjoy this event with no wind or rain. Attendees not only had the opportunity to check out some unique rides, they could also get their faces painted, thanks to au pair volunteers. This was definitely a successful event – volunteering au pairs left with a Dunkin' Donut Thank You gift certificate and Carol with 14 leads.

Well done!

🌴 Lucky Spin



Dianna Ryel-Lindsey, Asheville's Community Counselor, hosted a table at the North Asheville Tailgate Market, a popular farmers market in her area. The prize wheel was a huge hit at drawing people over to the APIA table. Even better, two of the event leads spun into TBMs! Dianna, you deserve a prize for that amazing lead conversion!

🌴 Baskets in Bloom



Portland's Laurie Richardson created this "Spring Gardening" basket for the Duniway Elementary School Auction. In addition to the standard APIA swag, Laurie also included gardening gloves, seed packets, and an Amaryllis bulb.

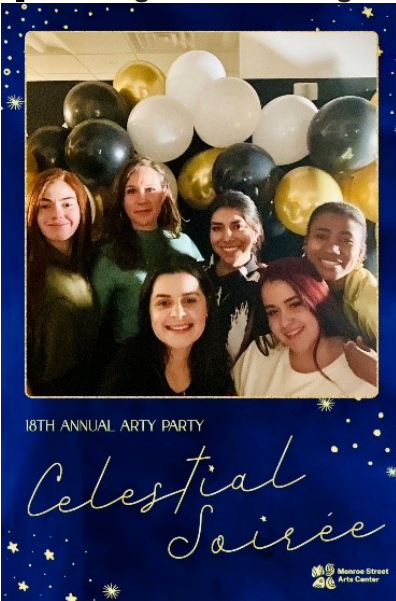
Beautiful basket!

🌴 Nosh and Know



CC Jessica Dow recently participated in a “Lunch and Learn” for Dayton, Ohio area women. Jessica had the opportunity to present APIA as a childcare option and answer any questions attendees had about the program. Great job spreading the word about Au Pair In America, Jessica!

🌴 Dancing in the Moonlight



APIA sponsored the recent “Arty Party: Celestial Soiree” in Madison, Wisconsin. *Star* community counselor, Amber Young, took a few of her area au pairs as her guests to the gala event (benefitting Monroe Street Arts Center). Amber’s marketing skills are out of this world; she managed to treat her au pairs to a fancy, festive evening out while *a/so* promoting APIA and gaining more name recognition in her local community.

🌴 Putting in the Work



The Tallahassee Chamber of Commerce recently hosted their Professional Women's Forum and Community Counselor Lauren Schuler was there. She used a raffle (Target gift card, APIA swag, and more) as a draw to get people to her table. It worked! Lauren secured several leads as well as landing some new contacts. But it doesn't stop there, Lauren then posted pictures from the event on LinkedIn. Way to squeeze every last marketing drop from your event!

🌴 Don't Sweat the Summer Heat!



Unsure about what to send to your leads? There is great summer content ready and waiting for you in the [CC Toolkit](#).

Send your leads a link to the blog [avoiding summer childcare stress by hosting an au pair](#).

Use the above image in the body of your email, include a link [to apply](#) , and bam! you're done.

More great APIA summer content:

- beach fun– [link](#)
- pool time - [link](#)
- park play – [link](#)
- fireflies – [link](#)
- water balloons - [link](#)

🌴 Have a great weekend, and thanks for all you do! 🌴

Robin Leon (she, her, hers)

Au Pair in America

Field Support and Training

203.399.5036

rleon@aupairinamerica.com

www.aupairinamerica.com

Emergencies-->1-800-9AU-PAIR

Know someone looking for flexible, affordable childcare? Click [HERE](#) to refer a friend and receive \$250!

🏆 Named [Best Overall Au Pair Program 2021, 2022, and 2023](#) by Verywell Family® 🏆