

**Talking Points for EO 30th Anniversary Communications**

Remember to incorporate the following when communicating about the 30th Anniversary:

* Celebrating EO’s 30th Anniversary will serve as a platform to generate greater awareness of organizational value.
* The Anniversary is an opportunity to make an ever bigger mark—but we can only do so with teamwork.
* We need your help. Planning events, publicizing them and finding EO Patrons requires the membership to roll up their sleeves.
* EO Global is there to help, with the tools you need available for download on the 30th Anniversary website.
* Raise your voice for EO! Post your events to social media, reach out to local media and share your unique Anniversary celebration with your peers and your community.
* The 30th Anniversary efforts should support retention, facilitate engagement and maximize the EO experience for members.
* Above all, it will serve as a reminder of EO’s impact as a significant thought leader in the entrepreneurial space.
* Embrace our history, reflect on progress and look ahead to the next 30 years.
* Let’s make this fun!

