



Cincinnati Area Vet Connect:

The WHY:

To build a network of veterinarians in the area to get together and just unwind and build relationships. Veterinarians are a stressed out, overworked, compassionate group of people who would benefit immensely from having a pack/support system.

EXPERIENCE:

Communication

- Pulled emails of local veterinarians from the CVMA
(**Cincinnati Veterinary Medical Association**)
- Accessed the Fear Free Certified Professionals/Practices Directory
- Mailed Vet Connect flyers to local veterinary hospitals that were within a 10-15 mile radius of the venue + all PetVet365 hospitals

Social Media

- Actively posted on the 'Cincinnati Area Vet Connect' Facebook Page + Personal Pages
- Posted targeted content towards Veterinarians and Registered Veterinary Technicians in local neighborhood groups
- Advertised the event in the Fear Free Veterinary & Pet Professional Community Facebook Page

Incentives

- Finding a venue that had a pre-scheduled event
(**ie: Trivia, Bingo, Karaoke, Pet friendly, Paint + Sip, etc**)
- Finding a local bakery to make a sweet treat. We had cookies made with the group name on them!
(**Bonus Points: The bakery also shared pictures of the cookies/event details on their social media as well**)
- Reached out to local Reps for sponsorship/donations to use as door prizes + raffle items

Attendance:

Doctors: 16

Registered Technicians: 2

Additional Hospital Support Staff: 2