

## **IDEAS FOR ADDING A TANGIBLE ELEMENT TO A VIRTUAL TCEP MEETING**

*In the age of online gatherings, a physical gift or box of swag can help your company stand out above the rest.*

While virtual meetings might not be able to dazzle attendees in quite the same way as in-person events, there is a tried-and-true tradition that can live on in the era of virtual meetings: swag.

A tangible gift or box of swag can help create connection and engagement to the virtual meeting. Plus, they can also benefit your company further by boosting its brand presence if participants show off their new swag on social media.

Want to offer your own swag to TCEP members during virtual meetings? Here are a few ideas:

**Wellness/Stress Relief.** COVID has been extremely stressful for TCEP/ACEP physicians, and there is a big focus on **physician wellness**. Wouldn't it be great to send an exercise stretch band with your company logo, so participants can do some easy stretches during a virtual meeting to relieve tension? There are many ideas to make this a memorable gift.

**Virtual snack/beverage break.** In-person attendees are often treated to meal/snack and beverage breaks to help them regroup. Replicate these experiences with a swag bag full of snacks and refreshments to enjoy. For example, “virtual

refreshment breaks” to include small snacks, candies, coffee, tea, and a postcard with a message from the sponsor; or “virtual happy hour/cocktails” with a beverage kit for homemade cocktails. What a fun surprise for physicians to have break items they’re used to having at in-person events!

**Local flair.** Virtual events don’t have a location, but you can tap into the unique culture or flavor of your company’s headquarter location. Is your company located in wine country, or an area known for good coffee? You can send a local treat package to familiarize our physicians with not only your company brand, but location as well.

**Treat them to a meal or coffee.** Our physicians are constantly on-the-run, and often don’t have time to cook/meal prep. Create a short video or marketing materials promoting your company, to include with a gift card to our physicians: Starbucks for coffee, DoorDash/ UberEats/ GrubHub for a meal, or even Instacart for grocery delivery.

**Customizable items.** Give attendees goodies that will let their creativity shine. For example, reusable face masks with your company logo, etc.

*Prices will vary depending on what you want to offer.  
Contact us and let’s work on getting your company  
recognized and remembered!*