**2018 MedEdge 2.0 Summit – Social Media Schedule**

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| **Scheduled Date** | **Tweets** |
| April 17, 2018 | Experience the New [#MedEdge](https://twitter.com/hashtag/MedEdge?src=hash) 2.0, registration is now open! Co-created by [@RH\_EcDev](https://twitter.com/RH_EcDev) and [@ventureLABca](https://twitter.com/ventureLABca). A more intimate event with structured networking, roundtables and 1-on-1 prescheduled meetings with subject matter experts. [#lifesciences](https://twitter.com/hashtag/lifesciences?src=hash) Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| April 18, 2018 | Learn from the best at [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0! Our speakers will be sharing their own experiences, tips and advices to help grow your #LifeSciences business. Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| April 20, 2018 | Our keynote speaker for [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0 is Huda Idrees, Founder and CEO of Dot Health! We can't wait to see her live! [#RichmondHill](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) - Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| April 24, 2018 | #MedEdge 2.0 will take place at a new venue, in a more intimate setting, to give you more opportunities to meet with a high caliber of companies, speakers, subject matter experts and decision makers to help grow your business. Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| April 30, 2018 | At MedEdge 2.0, you will learn from the #panelists on how to sell into other provinces, connect with experts during roundtables, participate in Speed Networking and 1-on-1 prescheduled meetings. Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 3, 2018 | [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0 takes place on June 19 (Tues) at the Richmond Hill Country Club from 8am-2pm! Sign up now at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) [#RichmondHill](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) [#ventureLAB\_](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) #keynote |
| May 7, 2018 | You won’t want to miss this year’s speakers/panelists at #RichmondHill [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0! [#innovation](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) [#lifesciences](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) [#entrepreneurship](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) - Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 9, 2018 | [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0 – Learn how to sell into other provinces, Connect with experts during roundtable discussions, Participate in Speed Networking and 1-on-1 prescheduled meetings. Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 11, 2018 | Take a sneak peek into the speakers and panelists we have lined up for [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0 on June 19 at the Richmond Hill Country Club. <http://ht.ly/DNin30jyGzl> |
| May 14, 2018 | Learn from the best at [#MedEdge](https://hootsuite.com/dashboard?icn=primtopnav&ici=Dashboard) 2.0! This year’s theme is “Finding Partners, Building Connections and Making Sales”. Our speakers will be sharing their own experiences, tips and advice to grow your #LifeSciences business. Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 16, 2018 | Sneak peak: our exhibitor line-up at [#MedEdge](https://hootsuite.com/dashboard) 2.0 on June 19! #Keynote #Panels #Roundtables #SpeedNetworking #1on1! [#RichmondHill](https://hootsuite.com/dashboard) [#lifesciences](https://hootsuite.com/dashboard) - Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 18, 2018 | A must attend event for the #lifesciences community. Check out our agenda for this year's [#MedEdge](https://hootsuite.com/dashboard) 2.0 June 19!  <http://ht.ly/R0my30jyGTh> |
| May 21, 2018 | Hope everyone enjoyed the long weekend! Don't forget [#RichmondHill](https://twitter.com/hashtag/RichmondHill?src=hash) [#MedEdge](https://twitter.com/hashtag/MedEdge?src=hash) 2.0 event is less than 1 MONTH away! Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 23, 2018 | Counting down the days until [#MedEdge](https://twitter.com/hashtag/MedEdge?src=hash) 2.0 Summit! REGISTER NOW! [#RichmondHill](https://twitter.com/hashtag/RichmondHill?src=hash) [#innovation](https://twitter.com/hashtag/innovation?src=hash) [#lifesciences](https://twitter.com/hashtag/lifesciences?src=hash) [#entrepreneurship](https://twitter.com/hashtag/entrepreneurship?src=hash) - Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 25, 2018 | This year's #MedEdge 2.0 Summit theme is “Finding Partners, Building Connections and Making Sales” - Learn all about it here! Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 28, 2018 | #FollowFriday - #MedEdge 2.0’s high caliber of speakers on June 19 to help grow your #lifesciences business.  Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 30, 2018 | #MedEdge 2.0 is just 20 days away! Have you registered yet? #lifesciences #entrepreneurship #RichmondHill - Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| May 31, 2018 | We have a great line-up of exhibitors showcasing their #innovation #technology #products at #MedEdge 2.0 Summit on June 19! Check them out! <http://ht.ly/7KYU30jyH76> |
| June 1, 2018 | #MedEdge 2.0 is just days away! So exciting! [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) #lifesciences #innovation #RichmondHill |
| June 4, 2018 | Only \_\_\_ seats left for #MedEdge 2.0. Be part of the #lifesciences event of the year! #networking #innovation - Register at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) |
| June 6, 2018 | #MedEdge 2.0 is just less than TWO weeks away! Don’t miss out on June 19 at the Richmond Hill Country Club from 8am-2pm! Registration ends this Friday! Register now at [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) #lifesciences |
| June 7, 2018 | Registration for #MedEdge 2.0 Summit closes tomorrow! Make sure to sign up before then! Limited tickets left! [http://ht.ly/RlYN30jxwAQ](https://t.co/dF0FoiYwdy) #health #lifesciences |
| June 8, 2018 | Registration for #MedEdge 2.0 closes today! Last chance to sign up at <http://ht.ly/RlYN30jxwAQ> #lifesciences #innovation #tech #health |
| June 11, 2018 | We're excited to have keynote speaker Huda Idrees, Founder and CEO of Dot Health at #MedEdge 2.0 this year! @ventureLABca #lifesciences |
| June 13, 2018 | Take a look at the exhibitors attending #MedEdge 2.0 next   week! @4 exhibitors |
| June 15, 2018 | #FollowFriday – Richmond Hill Country Club hosting our #MedEdge 2.0 Summit on June 19! We can’t wait to see you next week! #lifesciences #innovation #entrepreneurship |
| June 18, 2018 | Big thanks to our event partner @ventureLABca for helping us bring #MedEdge 2.0 to life! Tomorrow is the big day! #lifesciences #innovation |
| June 19, 2018 @8:00 a.m. | Today’s the big day at the Richmond Hill Country Club for #MedEdge 2.0! The action starts now! |
| June 19, 2018 @9:30 a.m. | Share your #MedEdge moments with us. Tag us in all your pictures by using hashtag #MedEdge |
| June 19, 2018 @10:15 a.m. | Amazing panelists today presenting how to sell into other provinces. Stay tuned for more after the break – you won’t want to miss the roundtable discussions, Speed Networking and 1-on-1 prescheduled meetings! #MedEdge 2.0 |
| June 19, 2018 @2:00 p.m. | Thank you all for coming to #MedEdge 2.0 today in support of a truly unique #lifesciences event! We look forward to seeing you again next year! |

**2018 MedEdge 2.0 Summit - Eblast Schedule**

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| **March 20** – ‘Save the Date’ newsletter plug – Richmond Hill deployment (e-news) |
| **1st Eblast:** |
| **April 16 (Monday)** – 1st eblast: Registration is now open! – Richmond Hill deployment |
| **April 18 (Wednesday)** – 1st eblast: Registration is now open! – ventureLAB deployment |
| **2nd Eblast:** |
| **April 23 (Monday)** – 2nd eblast: Keynote Highlight – Richmond Hill deployment |
| **April 30 (Monday)** – 2nd eblast: Keynote Highlight – ventureLAB deployment |
| **3rd Eblast:** |
| **May 7 (Monday)**  – 3rd eblast: Event highlights + Panels – Richmond Hill deployment |
| **May 14 (Monday)** – 3rd eblast: Event highlights + Panels – ventureLAB deployment |
| **4th Eblast:** |
| **May 21 (Monday)** – 4th eblast: Roundtables + 1-on-1 prescheduled meetings – Richmond Hill deployment   * Highlight to mention last day to sign up for 1-on-1 prescheduled meetings is this Friday (May 25) |
| **May 23 (Wednesday)** – 4th eblast: Roundtables + 1-on-1 prescheduled meetings – ventureLAB deployment   * Highlight to mention last day to sign up for 1-on-1 prescheduled meetings is this Friday (May 25 - Friday) |
| **5th Eblast:** |
| **May 28 (Monday)**  – 5th eblast: Exhibitor showcase + countdown - Richmond Hill deployment |
| **May 30 (Wednesday)** – 5th eblast: Exhibitor showcase + countdown – ventureLAB deployment |
| **6th Eblast:** |
| **June 7 (Thursday)** – 6th eblast: Last chance to register! Registration closes tomorrow - June 8th! – both RHill and vLAB |