AORN™
SAFE SURGERY TOGETHER

AORN ANNUAL MARKETING PLAN 2026

WHILLY BERMUDEZ

DISCOVERY PHASE –
Understanding Aorn's Ecosystem

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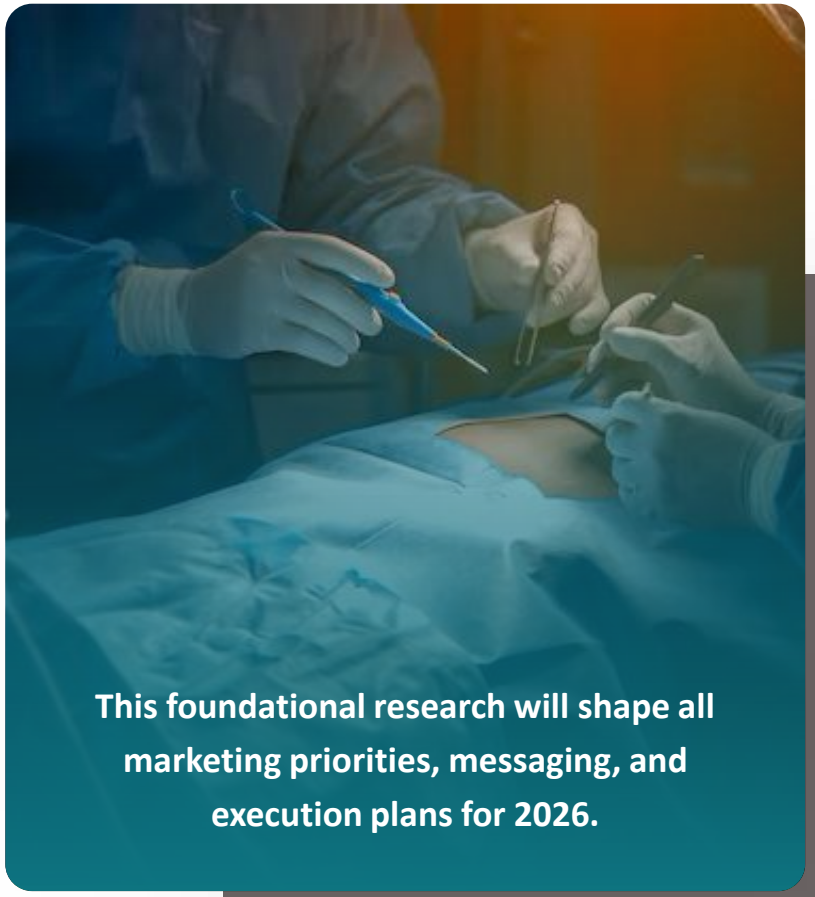
- **Senior Leadership:** Understanding high-level priorities and strategic direction.
- **Membership & Community Teams:** Evaluating member engagement, retention strategies, and value-driven messaging.
- **Industry & Sponsorship Teams:** Exploring opportunities for sponsorships, partnerships, and organizational support.
- **Education & Event Teams:** Ensuring the marketing plan drives engagement for the AORN Global Surgical Conference & Expo and educational programs.
- **Advocacy & Policy Teams:** Understanding ongoing legislative priorities and how marketing can support AORN's advocacy work.

Competitive & Market Analysis to benchmark against other healthcare associations, identifying AORN's unique value propositions and untapped opportunities.



This foundational research will shape all marketing priorities, messaging, and execution plans for 2026.

Q1 2026 (January – March) – Laying the Foundation & Early Engagement

Strategic Focus Areas

Finalizing the 2026 Marketing Strategy with leadership input.

Launching the Annual Marketing Campaign with key messaging and outreach.

Promoting AORN Membership Growth Initiatives through smaller digital campaigns and email outreach.

Building Thought Leadership Presence via industry whitepapers, blogs, and high-profile media features.

Starting Pre-Promotion for the AORN Global Surgical Conference & Expo 2026 to build anticipation.

PRESS RELEASES & MEDIA OUTREACH I & SOCIAL MEDIA

- **January:** "AORN's Vision for 2026 – Leading the Future of Perioperative Nursing"
- **March:** "Advancing Patient Safety: AORN's Commitment to Excellence in the OR"

KEY METRICS TO TRACK

- Growth in new memberships
- Website traffic & engagement on key pages
- Press coverage & media placements

Q2 2026 (April – June) – Elevating Visibility & Industry Leadership

Strategic Focus Areas

- **Expanding the Annual Marketing Campaign** across digital, social, and media channels.
- **Launching the "Inside the OR" Podcast Series** featuring industry leaders.
- **Boosting Member Engagement** through interactive webinars and exclusive digital content.
- **Expanding Social Media Presence** with targeted ad campaigns and influencer engagement.

Press Releases & Media Outreach II & Social Media

- **April:** "The Future of OR Safety: How AORN is Leading Innovation"
- **May:** "AORN's Industry Impact: Strengthening Perioperative Education and Practice"
- **June:** "The #ORChampions Initiative: Celebrating Perioperative Excellence"

Launch a comprehensive Google (PPC) Pay Per Click Campaign (Budget TBD)

Google Ads

Launch a social media advertisement campaign Excellence

TikTok | Instagram | facebook

Key Metrics to Track

- Growth in digital engagement & social interactions
- Podcast listenership & subscriber growth
- Increase in member engagement on AORN platforms

Q3 2026 (July – September) – Strengthening Advocacy & Event Activation

Strategic Focus Areas

- **Full-Scale Marketing for AORN Global Surgical Conference & Expo 2026** driving attendee engagement and exhibitor participation.
- **Rolling Out the Testimonial Video Campaign** featuring real AORN members sharing their experiences.
- **Strengthening Advocacy Awareness** for AORN's legislative efforts.
- **Launching Mid-Year Membership Retention Campaign** to ensure renewal rates stay strong.

Press Releases & Media Outreach III & Social Media

- **July**: "AORN Expo 2026: The Premier Event for Perioperative Excellence"
- **August:** "AORN's Policy & Advocacy Push – The Fight for OR Safety"
- **September:** "Member Spotlight: Why Perioperative Nurse Choose AORN"

Key Metrics to Track

- Event registrations & exhibitor growth
- Video campaign reach & engagement
- Advocacy engagement (web traffic, petitions signed, etc.)

Q4 2026 (October – December) – Closing Strong & Preparing for 2027

Strategic Focus Areas

- Year-End Member Engagement Campaign to drive renewals and attract new members.
- Releasing Final Testimonial Videos from the annual campaign.
- Post-Campaign Analysis to assess performance and refine strategies for 2027.
- Publishing the Annual Impact Report showcasing AORN's industry contributions.
- Launching the Holiday Giving & Community Initiative to strengthen nonprofit partnerships.

Press Releases & Media Outreach IV & Social Media

- October: "Reflecting on 2026 – AORN's Year of Growth & Impact"
- November: "AORN's 2027 Vision – What's Next for Perioperative Nursing"
- December: "AORN Year in Review – Celebrating Achievements & Setting the Stage for 2027"

Key Metrics to Track

- Year-end membership renewal rates
- Social media campaign performance
- Overall marketing ROI

Annual Campaign Plan: "Precision in Practice" (Or other selected theme)

Campaign Theme & Objectives

The 2026 Annual Marketing Campaign, titled "Precision in Practice: Advancing Perioperative Excellence," will serve as the cornerstone marketing initiative for AORN in 2026. It will focus on:

Celebrating perioperative nurses and their dedication to patient safety.

Raising awareness about the importance of ongoing education and professional development

Driving engagement among current and prospective AORN members.

Core Elements of the Campaign

- **Visual Identity & Branding Assets**: A unified creative direction with campaign visuals, banners, and digital branding.
- **Testimonial Video Campaign**: Featuring real AORN members sharing their experiences and why they trust AORN.
- **Industry Partnerships:** Collaborating with hospital networks and healthcare influencers to expand reach.
- **Digital & Social Media Execution:** Engaging campaigns on LinkedIn, Twitter, Instagram, and YouTube.
- **Content Series:** Articles, testimonials, and social media stories showcasing perioperative nurses' impact.

Campaign Launch Schedule

January: Soft Launch (Press Release & Digital Content Rollout)

March: Full Digital Rollout (Paid Ads, Social Media, Web Content)

June: Mid-Year Engagement Campaign (Webinars & Member Spotlights)

September: AORN Expo Activation (Live Event Coverage & Content Creation)

December: Campaign Wrap-Up & Impact Reporting

Activities Calendar

Project Title	YBL / 35 Years					
Start Date				05/27/2024		
Task Name	Links	Status	Progress	Start Date	Duration	End Date
Internal Launch YBL				06/11/2024		06/13/2024
Mail		Adjustments	75%	06/11/2024	3	06/13/2024
Intouch		To be done	25%	06/11/2024	3	06/13/2024
Hero Video		Create Final...	75%	06/11/2024	3	06/13/2024
External Launch YBL						
Video Hero Post		Create Final...	75%	06/14/2024	1	06/14/2024
Covers SM		Create Final...	75%	06/14/2024	5	06/18/2024
Website Banners		To be done	0%	06/14/2024	5	06/18/2024
Clients mail (Constant Contact)		Adjustments	50%	06/14/2024	5	06/18/2024
Agents Mail (Constant contact)		Create Final...	75%	06/14/2024	5	06/18/2024
Social Media posting Calendar		Adjustments	75%	06/14/2024	5	06/18/2024
Whatsapp Posts		To be done	0%	06/14/2024	5	06/18/2024
35 Years Campaign						
Save the date		Create Final...	75%	06/18/2024	4	06/21/2024
Invite		Adjustments	50%	06/18/2024	4	06/21/2024
Mobiles		To be done	25%	06/18/2024	4	06/21/2024
Baloons		Create Final...	75%	06/18/2024	4	06/21/2024
T-shirts		Finished	100%	06/18/2024	4	06/21/2024
Video 25 + YBL		Create Final...	75%	06/18/2024	4	06/21/2024
Paid Media						
Media Plan		Adjustments	50%	06/20/2024	6	06/25/2024

June

M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7

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Quarter Key Focus Areas

Q1 (Jan–Mar)	Q2 (Apr–Jun)	Q3 (Jul–Sep)	Q4 (Oct–Dec)
○ Discovery Phase ○ Membership Growth ○ Thought Leadership ○ Annual Campaign Kickoff	○ Digital Expansion ○ Podcast Launch ○ Social Media & Engagement	○ AORN Expo Marketing ○ Advocacy Push ○ Testimonial Videos	○ Membeship Retention ○ Year-End Campaign Wrap-Up ○ 2027 Planning

Final Thoughts

This data-driven and structured marketing plan ensures that AORN:

- Expands its influence in the perioperative field
- Strengthens its membership engagement and retention
- Leverages digital channels and media for greater reach
- Establishes AORN as the definitive thought leader in perioperative nursing
- Drives attendance and industry impact at AORN Expo 2026

Quarter Key Focus Areas

Q1 (Jan–Mar)

- Discovery Phase
- Membership Growth
- Thought Leadership
- Annual Campaign Kickoff

Q2 (Apr–Jun)

- Digital Expansion
- Podcast Launch
- Social Media & Engagement

Q3 (Jul–Sep)

- AORN Expo Marketing
- Advocacy Push
- Testimonial Videos

Q4 (Oct–Dec)

- Membeship Retention
- Year-End Campaign Wrap-Up
- 2027 Planning

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