

## Recruitment Talking Points and Tips

As an ANA member, you are the best “advertisement” for joining the association and we encourage you to tell your colleagues about your Annual Meeting experiences and the member benefits you’ve enjoyed. Your genuine enthusiasm for the Association and the Annual Meeting is your strongest selling point to recruit new members to the ANA. Be sure to direct your colleagues to the ANA website ([www.myana.org](http://www.myana.org)) for more detailed info for any of their questions, or simply share any of the following links for specific topics.

When speaking with potential ANA members, think about what you feel is valuable about the Association:

- [The Annual Meeting](#), with its opportunity to learn and share the most up-to-date, exciting developments in academic neurology and neuroscience.
- The flexible, less formal, small-meeting format that fosters interaction among attendees no matter their career level and subspecialty, with a genuine opportunity for meaningful interaction with the best and the brightest in the field.
- The invaluable experience that attending an ANA Annual Meeting offers to everyone in your department.
- On-demand, ongoing educational programs offered through [interACTN](#) (CME) and [OnDEC](#).
- The opportunity to stay abreast of what is happening across the spectrum of neurological research at the best institutions in the world.
- [ANA Investigates](#) podcast that educates, challenges and entertains you with conversations from the world of academic neuroscience.
- [ANA Highlights](#) bite size learning modules featuring guest lecturers speaking about hot topics in academic research, special initiatives, or novel conditions and treatments.
- [ANA Webinars](#) that allow you to hear live and on-demand from the people behind the research.
- [Awards](#) recognizing outstanding work performed at all career levels, such as the Annual Meeting Poster Awards, Derek Denny-Brown Young Neurological Scholar Award, and Distinguished Neurology Teacher Award.
- The variety of membership categories and overall [affordability](#) of membership.
- Career advancement opportunities with networking events, mentoring programs, ANA-AUPN Career Fair and Career Center with members-only access.
- The connections you’ve made through the ANA.

Whatever excites you the most about ANA, be genuine and open with the person you are speaking with. Encourage them to visit the website at [www.myana.org](http://www.myana.org) to learn more.