CEC2025 Social Media Toolkit - Divisions

# Key Dates

* October 16, 2024, Second call for posters and teacher slam call closes
* October 24, 2024 – Early Bird Registration Ends
* January 30, 2025 – Regular Registration Ends
* February 7, 2025 – Hotel Cut-Off
* February 12, 2025 – Accessibility Requests Due

# Convention Dates + Events

* March 12 – March 15, 2025 – Convention Dates
* March 12, 2025 – [Convention Add-On Workshops](https://cecconvention.org/schedule/workshops), Programming begins, [Opening Keynote with Casey Watts,](https://cecconvention.org/schedule/keynotes) [Welcome Reception at Power Plant Live](https://cecconvention.org/events/cec-2025-opening-reception)
* March 13, 2025 – Convention Programming continues, [Pre-Service Teacher Mentoring Breakfast](https://cecconvention.org/events/pre-service-teacher-mentoring-breakfast), [Early Career Mentoring Breakfast](https://cecconvention.org/events/early-career-mentoring-breakfast), [Awards and Recognition Luncheon](https://cecconvention.org/events/awards-and-recognition-luncheon), [Keynote Session Panel](https://cecconvention.org/schedule/keynotes), [Connect: Division Social](https://cecconvention.org/events/connect)
* March 14, 2025 – Convention Programming continues, Representative Assembly, [Yes I Can Award Ceremony](https://cecconvention.org/yesican), [CEC Celebration at Maryland Science Center](https://cecconvention.org/events/cec-celebration)
* March 15, 2025 – Convention Programming Continues, [Convention Add-On Workshops](https://cecconvention.org/schedule/workshops)

# Accounts to Tag

When posting on social media, tag the Council for Exceptional Children’s social media accounts in order to increase your reach:

* [Facebook](https://www.facebook.com/%40cechq)
* [Twitter/X](https://x.com/CECMembership)
* [LinkedIn](https://www.linkedin.com/company/cechq)
* [Instagram](https://www.instagram.com/cec_headquarters/)
* [Threads](https://www.threads.net/%40cec_headquarters)

# Division-Specific Graphics

[These graphics can be used to promote CEC2025.](https://cecsped.sharepoint.com/%3Af%3A/s/CECServer/EoLgM7jkMhREvd_DXmiwHEQBa6BUVeBBLjCFo6GYhyLt_g?e=anqNTj)

**Coming soon: Division Spotlights**

We are creating a section on the Convention website where Divisions can direct their members and other visitors to the sessions, workshops, and other events relevant to their topic area focus. We will also be creating flyers for each division to utilize. Keep an eye out for this exciting section on the website.

# Social Media Graphics, Messaging

## General Promotion of the Convention

### General

**Information**: Each year at the CEC Convention & Expo, thousands of special education professionals from around the world come together to learn, share, grow, and connect. With hundreds of sessions on just about every topic in the field, the CEC Convention & Expo is THE professional development event for special educators to find research, tips, and strategies you can actually apply to support students with disabilities and/or gifts and talents.

**Link**: <https://cecconvention.org/>

[**Social Media Graphics**](https://cecsped.sharepoint.com/%3Af%3A/s/CECServer/ErhiCgyLlHlBsU_C3YVWZO4BBy1rhtwbdXU2ysha61y_Lg?e=LA91NZ)

**Social Media Copy:**

* Get ready for #CEC2025! Registration is open. Join us and thousands of special education professionals in Baltimore, MD, for a convention packed with learning, networking, connection, and growth.
* Join thousands of passionate educators at #CEC2025! 🌟 This is your chance to: ✅ Connect with thought leaders ✅ Explore the latest research & strategies ✅ Dive into cutting-edge tools to support your students. This is YOUR chance to be a part of the largest gathering of special education professionals!
* Are you ready to elevate your skills, connect with experts, and drive real impact in the classroom? Join us at #CEC2025 and: 🌟 Expand your network 🎓 Discover evidence-based practices 💡 Attend hands-on workshops & inspiring keynotes
* Join us at #CEC2025 to connect with fellow educators and learn new strategies for supporting your students. Don't miss this opportunity to participate in the largest special education event of the year—register now!

### PLUS Registration Option

**Information**: The In-Person PLUS registration option maximizes your professional development and networking opportunities and includes both in-person AND virtual registration, as well as a ticket to the CEC Celebration reception.

**Link**: <https://cecconvention.org/registration-and-rates>

[**Social Media Graphics**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/EYumVZVriRNEnIU3RBvYzNIBFXx6FnD17ZMcCnRfd-hjnQ?e=21MCbe)

**Social Media Copy:**

* Get the most out of your #CEC2025 experience! Our In-Person PLUS registration option maximizes your professional development and networking opportunities and includes both in-person AND virtual registration, as well as a ticket to the CEC Celebration reception.
* With the #CEC2025 In-Person PLUS registration option, you’ll get: ✅ In-person access to keynotes, sessions, and workshops ✅ Virtual content to keep learning after the event ✅ A ticket to the CEC Celebration reception, a can’t-miss networking event!

### Early Bird Registration

**Information:** Early Bird Registration ends on October 24, 2024. After this date, the registration cost will increase to the regular rate.

**Link**: <https://cecconvention.org/registration-and-rates>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/ESTusKwbgf1Np7wzmUYeCmoBEgT8Jm7oE-KMbPP4t7rIiQ?e=inagzS)

**Social Media Copy:**

* Don't miss out on the best rates for the 2025 CEC Convention & Expo! Early bird registration ends on October 24. Join thousands of special educators to learn, share, grow, and connect!

### Regular Registration

**Information**: Regular Registration ends on January 30, 2025. After this date, the registration cost will increase to the late/on-site rate.

**Link**: <https://cecconvention.org/registration-and-rates>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/Ebi_PmkgQ5BElrnn8XNOOF8BXlXFuNolNgIWcWRJbkdE9A?e=AUuUsc)

**Social Media Copy:**

* Regular rates for #CEC2025 end on January 30! Take advantage of getting the best available rates on registration, workshops, and other add-ons like the CEC Celebration. We cannot wait to see you in Baltimore.

## Keynotes

### Beyond Silos: Creating a Culture of Collaboration to Empower Educators and Students

**Information**: Imagine a school where every educator feels empowered to contribute and silos are a thing of the past. By dismantling barriers between special education, general education, and administration, we can create collaborative teams that make every educator and student feel valued, empowered, and essential. Discover how to foster a culture of collaboration, celebrate successes, and ensure each educator’s role is clearly defined, valued, and impactful. Casey Watts will present this opening keynote session. Casey Watts is the founder of Casey Watts Coaching & Consulting, LLC, and serves as a Team Alignment Strategies and school-based instructional specialist in East Texas.

**Link**: <https://cecconvention.org/schedule/keynotes/beyond-silos-creating-culture-collaboration-empower-educators-and-students>

[**Social Media Graphics**](https://cecsped.sharepoint.com/%3Af%3A/s/CECServer/EoVSA5AKbi9FvTaiKT2m8usBr6XxGFFb5A3t9QG_jQgDeg?e=mhJBLF)

**Social Media Copy:**

* Meet Casey Watts, our opening keynote speaker for #CEC2025! Casey Watts is the founder of Casey Watts Coaching & Consulting, LLC, and serves as a Team Alignment Strategies and school-based instructional specialist in East Texas. Her research and work have centered on effective collaboration that fosters collective efficacy, emphasizing the essential components for creating cohesive, vision-driven teams, even amid learning gaps, resistance, and roadblocks.
* #CEC2025 opens with "Beyond Silos: Creating a Culture of Collaboration to Empower Educators and Students," where we’ll explore how breaking down barriers and fostering teamwork can transform education.

### Envisioning Tomorrow for All Learners: AI Revolutionizing Education

**Information**: This engaging keynote panel discussion will demystify the world of AI and showcase its practical applications in special education. Learn about the history of AI and discover how AI-powered tools enhance teaching, learning, and assessment for students with disabilities. Learn about the latest research on AI in special education and hear real-world examples of how AI is transforming classrooms and improving student outcomes. Join us for a thought-provoking conversation about the future of AI in special education and how we can harness its power to create more inclusive and effective learning environments. This panel will feature James “Jamie” D. Basham, Ph.D., Dr. Lisa Dieker, and Eleazar “Trey” Vasquez III, Ph.D.

**Link**: <https://cecconvention.org/schedule/keynotes/envisioning-tomorrow-all-learners-ai-revolutionizing-education>

[**Social Media Graphics**](https://cecsped.sharepoint.com/%3Af%3A/s/CECServer/EoVSA5AKbi9FvTaiKT2m8usBr6XxGFFb5A3t9QG_jQgDeg?e=mhJBLF)

**Social Media Copy:**

* AI is the topic on everyone’s mind. #CEC2025’s keynote panel will explore AI's history and practical applications in special education, including AI-powered tools that enhance teaching, learning, and assessment for students with disabilities. Don’t miss out on this exciting panel and everything offered at CEC’s Convention & Expo!
* #CEC2025’s keynote panel will explore AI's evolution and game-changing impact on teaching and supporting students with disabilities. From AI-powered tools to innovative assessment methods, this session is a must for anyone looking to stay ahead of the curve in education! Secure your spot for the CEC 2025 Convention & Expo:

## Programming

### Programming

**Information**: CEC 2025 features over 300 sessions across a massive range of topics. Explore all of the available sessions by topic and personalize a schedule that maximizes your convention and professional development experience.

**Link:** <https://cecconvention.org/session-browser>

**Social Media Graphic**

**Social Media Copy:**

* #CEC2025’s program is chock full of sessions on every topic you need to succeed in the field of special education! With more than 300 sessions offered, CEC's Convention & Expo is a can't-miss event for educators and related professionals. Explore the session browser and start planning for an amazing Convention.

### Strands

**Information**: CEC 2025 Convention & Expo will feature two topics area strands identified by our 2025 Program Chairs and our 2025 President: Improving Outcomes for Students Across General Education Settings and Artificial Intelligence (AI) and Special Education. These strands are intended to help you identify sessions relevant to some of the most important topics in special education.

**Link**: <https://cecconvention.org/programming/strands>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/EZLJscT-K2xEpounVFYQDFQBz81oVp2wsANoAXqK8PYPOQ?e=eZED1A)

**Social Media Copy:**

* #CEC2025 will feature two topic area strands: Improving Outcomes for Students Across General Education Settings and Artificial Intelligence (AI) and Special Education. Register today to stay on top of the latest research and information impacting the special education field.
* #CEC2025’s topic strands will focus on Improving Outcomes for Students in General Education Settings and Artificial Intelligence (AI) in Special Education. Stay ahead with the latest research, innovative practices, and cutting-edge tools shaping the future of special education! 🔗 Register now to secure your spot: [Link]

### Add-On Workshops

**Information**: CEC offers workshops on Wednesday, March 12, and Saturday, March 15. These additional full- and half-day opportunities provide a closer look into a range of topics that will help you enhance your practice. These workshops will cover topics like crafting IEPs, AI, and Education, improving student outcomes, specially designed instruction, and more! NOTE: These add-on workshops require a separate fee and registration.

**Link**: <https://cecconvention.org/schedule/workshops>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/EbdNaHIZu59JgpZYb2jbs7gBH5e_SZFtYnCY6VzY6iO4mw?e=NgGdnJ)

**Social Media Copy:**

* Want to broaden your knowledge and enhance your practice? #CEC2025 offers add-on workshops to delve deeper into topics and practices most important to special education professionals. Register today!
* #CEC2025 offers exclusive add-on workshops designed to give you in-depth insights into the topics that matter most to special education professionals. Expand your expertise and elevate your practice—don’t miss this opportunity!

## Special Events

### CEC2025 Opening Reception

**Information**: Join CEC for an incredible evening where you can explore all that this unique venue has to offer:

* the Leinenkugel Lodge and Beer Garden offers you the opportunity to mingle and network with your fellow convention attendees
* Luckies Tavern is the place to be to dance the night away with a DJ spinning the tunes you love
* get ready to belt your heart out at Luckie Liquors’ karaoke station; rock out with the live band at Angels Rock Bar
* test your luck at PBR with a mechanical bull ride!

**Link**: <https://cecconvention.org/events/cec-2025-opening-reception>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/EawQ9weCLttCiO0H7ZGjlE8BlZUov48ToutYHb-mQg9fWA?e=8GLxS2)

**Social Media Copy:**

* At #CEC2025, we're heading to Power Plant Live! Our opening reception will take place at this unique venue, offering a variety of options to kick off an amazing Convention. Dance the night away, network with fellow attendees, sing your heart out at karaoke, and test your luck on the mechanical bull.

### Awards and Recognition Luncheon

**Information**: Join us for the Awards and Recognition Luncheon at CEC 2025 to celebrate your colleagues. CEC will be recognizing awards recipients from our Special Interest Divisions and Units, as well as the recipients of our CEC Professional Awards:

* Outstanding Student Chapter Advisor Award
* Special Educator Rising Star Award
* Special Education Research Award
* Outstanding CEC Leadership Award
* Outstanding Paraeducator Award
* Special Education Lifetime Achievement Award
* Teacher of the Year Award

You can add a ticket for the Awards Luncheon as you register or log in to add one to your existing registration.

**Link**: <https://cecconvention.org/events/awards-and-recognition-luncheon>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/Ef3rjd-E5kxIsCAHt_3gWLUBAbhY6Iw5Msq-eSmXbksxRA?e=0edmGW)

**Social Media Copy:**

* Join us at #CEC2025 to honor your fellow special educators. The Awards and Recognition Luncheon will recognize award recipients from our Special Interest Divisions and Units and the recipients of our CEC Professional Awards.

### CEC Celebration

**Information**: At night, the museum comes to life! Join us on Friday evening for the CEC Celebration: A Night at the Museum! Time to join together with all of your new friends and colleagues from CEC2025 at the Maryland Science Center! Dance your way through Newton’s Alley and learn about physical science; travel back in time and hang out with the fossils in Dinosaur Mysteries, grab a bite and head over to Science Aglow to get the scoop on the electromagnetic spectrum, and kick back with a drink and ponder if we really are all alone in the universe at Life Beyond Earth!

**Link**: <https://cecconvention.org/events/cec-celebration>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/ETVpKN117rhNowZn5EY4KA8Bq5HT2y1taQoGxqYsmyymVw?e=MnMSpP)

**Social Media Copy:**

* Round out #CEC2025 at the CEC Celebration! Step into the Maryland Science Center for a night of fun, learning, and celebration with your fellow CEC2025 attendees! Explore the wonders of science, dance through interactive exhibits, grab a drink, and ponder life beyond Earth in this unforgettable evening.

### Yes I Can Awards Ceremony

**Information**: The Yes I Can Awards Ceremony is the highlight of every CEC Convention & Expo. Recipients and their families, with travel stipends from CEC, will join convention attendees in Baltimore, Maryland, as they are honored live. Recipients who cannot travel to Baltimore will be recognized and celebrated via video.

**Link**: <https://cecconvention.org/yesican>

[**Social Media Graphic**](https://cecsped.sharepoint.com/%3Ai%3A/s/CECServer/EeML1ZzLj7tPhmrYtlRt1kwBpNxUn6qFKjSzzljEAf8LEQ?e=AqhSyU)

**Social Media Copy:**

* CEC is proud to recognize children and youth with exceptionalities who have demonstrated their determination and achievements in multiple ways. At [#CEC2025](https://www.instagram.com/explore/tags/cec2025/), we cannot wait to honor our Yes I Can Award winners at a ceremony that will surely be the highlight of the convention.