Tuesday, June 18

6:00-8pm Welcome Networking Reception
   Gabriel’s Bar, AT&T Hotel and Conference Center

Wednesday, June 19

8:30 – 9:15am  Michael Mackert: Welcome & Intros
10:15 – 10:30am Break
10:30am – 12pm Brenda Berkelaar: Leadership Practices Inventory: Building Your Capacity as a Health Communication Leader (Part 1)
12 – 1pm Lunch
1 – 2pm Brenda Berkelaar: Leadership Practices Inventory: Building Your Capacity as a Health Communication Leader (Part 2)
2 – 2:30pm Octavio Martinez: Taking the Long View: Investing in Community Change
2:30 – 2:45pm Break
2:45 – 3:30pm Deena Kemp: Persuasion and Emotion in Health Communication
3:30 – 4:30pm Art Markman and Bob Duke: How People, Groups, and Cultures Influence the Workplace
Thursday, June 20

8:30 – 9:15am  Jay Bernhardt: The Best Health Communication Campaigns
9:15 – 10am  Katherine Jones: Design Thinking and Branding in Health
10 –10:15pm Break
10:15 – 12pm Special Topic: Bringing Data to Life
  • Sean Thompson & Jeff Noel: Translating Facts into Creative Ideas
  • Jessica Duncan Cance: Data Visualization and Public Health Data Dashboards
  • Natalie Brown-Devlin: Using Data to Tell Your Story
  • Sean Burnett: Improving the Patient Journey by Leveraging Clinical Data at Scale
12 – 1pm Lunch
1 – 1:45pm Laura Brown: Best Practices in Doctor-Patient Communication and Communicating with Your Team
1:45 – 2:30pm Allison Lazard: Visual Communication
2:30 – 3pm Break
3 – 4pm Michael Mackert & Jessica Hughes Wagner: Co-Leading Interdisciplinary Teams

Friday, June 21

8:30 – 11am Case Study
11am – 12pm Jewel Mullen: Say This, Not That: Communication Challenges in Medical and Public Health Leadership
12 – 1:15pm Lunch
1:15 – 2pm Michael Mackert: Closing Thoughts and Network Activation