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