

Georgia Society for Healthcare Marketing and Public Relations (GSHMPR) Annual Conference

Nov. 8-10, 2023

Wednesday, Nov. 8

- 11 a.m.-1 p.m. **Sponsor Showcase Luncheon**
- 1-2:15 p.m. **Opening Keynote: The Art and Science of Plain Language** (MPR & GR)
Rebecca Sims, EVP Operations
WriterGirl
Learn why using plain, clear language and content matters to consumers and the C-suite. We will also discuss how to overcome the stigma of 'dumbing it down.'
- 2:15-2:45 p.m. Break and Sponsor Meet and Greet
- 2:45-4:30 p.m. **Hot Topics Roundtables and Health System Response Simulation Activity**
(MPR & GR)
Get the chance to connect with your fellow marketers on issues that matter.
- 4:30-5 p.m. Break and Sponsor Meet and Greet
- 5-6 p.m. **Sponsor Cocktail Reception**

Thursday, Nov. 9

- 8-8:45 a.m. Breakfast
- 8:45-9:45 a.m. **The Power of Partnerships: Building the Health Care Workforce of Tomorrow**
Dr. Tracy Suber, RN, Vice President for Education
Phoebe Putney Memorial Hospital
Health care workforce is a top focus of GHA and our hospitals. Learn about unique and innovative educational partnerships one facility has invested in to address the workforce crisis that is plaguing the hospital industry.
- 9:45-10 a.m. Break
- 10-10:30 a.m. **Storytelling Through Motion and Stills: The Impact of Video on Messaging**
Linda Cahill, Owner/Producer
Jim Cahill, Creative Director, Producer and Editor
Cahill Productions
Hear from a professional video and photography company that has extensive experience working with hospitals. Cahill Productions will discuss their role in helping hospitals successfully tell their stories through video and photography.

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- 10:30-10:45 a.m. Break
- 10:45 a.m.-noon. **Hospital Marketers and PR Panel: Reactive vs. Proactive Marketing and PR**
 Cyndee Busbee, Chief of Staff, Senior VP Communications, Public Affairs and Community Engagement, *Atrium Health Navicent*
 Sean Couch, Director, Public Relations and Marketing, *Northeast Georgia Health System*
 Ben Roberts, Director of PR & Communications, *Phoebe Putney Health System*
 Panelists will discuss how to keep your organization ahead of the curve and build brand loyalty. They will also share tactics for managing crisis situations and keeping reactive advertising within budget. Time will also be allowed for Q&A.
- Noon-1:15 p.m. **Luncheon and Keynote Speaker**
 Jen Stratton and Joe Steffy
Poppin Joe's™ Gourmet Kettle Korn
 Poppin Joe's Gourmet Kettle Korn was established to provide Joe, a young adult with DS-ASD, the opportunity to operate and manage his own business. Joe has developed an excellent work ethic and realizes the value of good, hard work. Hear his inspiring story of how he worked to grow this small business into something his community can be proud of.
- 1:15-1:30 p.m. Break
- 1:30-2:30 p.m. **Rural Healthcare and Marketing**
 Angela Ammons, BSN, RN, Chief Executive Officer
Clinch Memorial Hospital
 Learn how a rural hospital thinks outside the box to reach its constituents and help prevent outmigration to larger hospitals.
- 2:30-2:45 p.m. Break
- 2:45-3:45 p.m. **Healthcare Marketing 2024: Do's, Don'ts, and Maybe So's**
 Greg Abel, Founder
Tailfin Marketing
 Health care marketing is its own unique animal, and there's no one-size-fits-all playbook that works for every system and situation. Greg Abel will talk through the opportunities and challenges with a light-hearted look at what systems should do, never do, and how to leverage new tools and approaches as the space continues to evolve.

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Friday, Nov. 10

- 7:30-8:30 a.m. **GSHMPR Breakfast and Business Meeting** (business meeting 8:15-8:30 a.m.)
- 8:30-9:20 a.m. **Fireside Chat: Best Practices in Working With the Media** (MPR & GR)
Ariel Hart, Health Policy Reporter, *Atlanta-Journal Constitution*
Andy Miller, Health Care Journalist
Join us for a conversation with long-time health care journalists who will discuss best practices in working with the media.
- 9:20-9:30 a.m. Break
- 9:30-10:30 a.m. **Closing Keynote: Savannah Bananas Marketing: How to Stand Out on Social Media** (MPR & GR)
Savanah Alaniz, Marketing Coordinator
The Savannah Bananas
- 10:30 a.m. **Conference Adjourns**