



NASHVILLE, TENNESSEE
OCTOBER 27-29 ♥ BOBBY HOTEL

Pre-Conference Day – Monday, Oct. 27

4:00 pm – 5:00 pm: Registration table (2nd floor lobby, Bobby Hotel)

5:00 pm – 7:00 pm: Rooftop reception (*drinks and apps*)

Conference Day 1 – Tuesday, Oct. 28

7:30 – 8:30: Breakfast and networking

8:30: Welcome and sponsor introductions

8:45: Around the room (*Introduce yourself and team, explain your top priority and biggest challenge for the upcoming year*)

10:15: Best LinkedIn Strategies + Successful Thought Leadership (BASK Digital Media, Intro by David Simon)

10:45: Break

11:00: Cybersecurity Event Communications + How We Can Support Members (FTI Consulting, Intro by Kelly Insana)

11:30: Facilitated group discussion: Cyber Event Communications + Resources

12:00: Lunch at Union Tavern (1st Floor, Bobby Hotel)

1:00: AHA Latest on Federal Advocacy and Behind-the-Scenes Advocacy During OBBBA Discussions

1:30: Facilitated discussion - What are our most common federal advocacy issues, and how do we best work together to advocate nationwide? OBBBA advocacy next steps? (David Simon, California)

2:15: Break

2:30: Evolving Media Relations - Strategies That Deliver Today (Blake Farmer, WPLN and KFF)

3:30: Facilitated group discussion - Media Relations 2025: What Works, What Doesn't

4:00: Dismiss

5:45: Meet in the hotel lobby to walk 10 minutes to Bootleggers Inn

6:00 – 9:00: Bootleggers Inn (*dinner, drinks, and live music*)



Conference Day 2 – Wednesday, Oct. 29

7:30 – 8:30: Breakfast and networking

8:30: 😎 **One Cool Thing** - 10 states share for 3 minutes each (states sharing TBD)

9:30: Hospital Reputation Attacks – What’s Trending and How do We Combat it? (BPD Healthcare, Intro by Kelly Insana)

10:00: Hospital Reputation Campaigns in Action (Kelly Insana, Tennessee & Nicole Rall, Connecticut)

10:30: Break

10:45: Improving Member Engagement (Becca Thomsen, Oregon & Katy Mack, Montana)

11:15: Facilitated group discussion - Member Engagement + Member Communication (Kelly Insana, Tennessee)

12:00: Final remarks and grab-and-go boxed lunch

