



Tennessee Society *for*
**HEALTHCARE MARKETING
& PUBLIC RELATIONS**

**Annual Conference
October 19 and 20, 2016
Omni Hotel, Nashville**

Wednesday, October 19

9:00 – 9:15 am	Welcome and Introductions	Kim Fox, TSHMPR President
9:15 – 10:15 am	Building an Award-Winning Social Media Program	Cynthia Floyd Manley, Director Content Strategy and Social Engagement Vanderbilt University Medical Center
10:15 – 11:15 am	Integrating CHNA into Your Game Plan	Lee Ann Lambdin, Senior Vice President Healthcare Strategy Stratason
11:15 am – 12:15 pm	10 Data Related Pitfalls Marketers Face	Lee Anne Denny, CEO Lucky Dog Analytics
12:15 – 1:00 pm	Lunch	
1:00 – 2:00 pm	Patient Experience as a Marketing Strategy	Debbie Landers, Senior Vice President Jarrard Phillips Cate & Hancock, Inc.
2:00 – 3:00 pm	Employee Engagement: Reaching the Unwired	Ben Texter, EVP and Co-Founder Digital Health Strategies
3:00 – 3:15 pm	Break	
3:15 – 4:15 pm	Importance of Transparency & Online Reputation Management	Leah Everson, Senior Development Manager National Research Corporation (NRC)
4:15 – 5:30 pm	THA Welcome Reception	
6:30 – 8:30 pm	Prism Awards	Kitchen Notes in the Omni

Thursday, October 20

8:15 – 10:00 am	THA Opening General Assembly	Kevin Madden
10:15 – 11:15 am	Harness the Power of Brand Journalism	Nick Paranjape, Manager Media Relations & Brand Journalism Saint Thomas Health
11:15 am – 12:15 pm	Content: the Enabling Element of Integrated Marketing	Eric Silberman, Executive Vice President True North Custom
12:15 – 1:15 pm	Lunch	Roundtable Discussion
3:30 – 4:45 pm	THA Educational Session	Chris Trimble

Friday, October 21

10:00 – 11:15 am	THA Education Session	J.D. Kleinke
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