Wednesday, March 21

2:00 pm - 6:30 pm
Registration and Exhibit Area Open
Refreshments served!

Ballroom Patio

3:15 pm - 4:15 pm
Mentoring and Orientation Session for New GIA Members and First-Time Attendees

El Dorado II

The conference once again kicks off with an informal meet-and-greet for new GIA members/first-time attendees with seasoned members serving as mentors. Those requesting a mentor at the time of online registration will meet with their mentor and find out how to navigate the sessions, get introduced to other attendees, and gain tips on how to get the most out of the conference and other GIA services.

4:45 pm - 6:15 pm
Opening Plenary Session: Health, Hollywood, and Human Stories

Grand Ballroom

Moderator:
Chad B. Ruback, MSed, MBA
Assistant Vice President for External Relations
University of Iowa Roy J. and Lucille A. Carver College of Medicine

Speaker(s):

Neal Baer, MD
Executive Producer of CBS's A Gifted Man & Medical Expert
Senior Fellow, USC Center for Communication Leadership and Policy
University of Southern California

Dr. Neal Baer, a Harvard Medical School graduate, is executive producer of CBS's drama A Gifted Man. Formerly executive producer of NBC’s Law & Order: Special Victims Unit and the series, ER, Dr. Baer was a member of ER’s original staff and a writer and producer on the series for seven seasons.

In addition to his work on A Gifted Man, Dr. Baer is writing and producing a six-hour mini-series for HBO on the world AIDS pandemic and the plight of AIDS orphans with Sir Elton John and executive producing a pilot for AMC on the
pharmaceutical industry.

Dr. Baer’s primary medical interests are in adolescent health. Dr. Baer co-established the Institute for Photographic Empowerment at USC’s Annenberg School of Communications, which links photographic story-telling projects around the world and makes that work available to NGOs and policymakers. He has worked in South Africa and Mozambique since 2006, teaching photography to mothers with HIV and to AIDS orphans so that they can tell the world their own stories. He also produced the documentary short, “Home Is Where You Find It,” directed by a seventeen-year-old Mozambican AIDS orphan, which chronicles one young man’s search to find a family after his parents’ death. The film has screened internationally at sixteen festivals and has won four awards for best documentary.

Recognized in many ways for his writing and his unique ability to convey public health messages and the human stories behind disease and illness, Dr. Baer will discuss how mass media can play a powerful role in raising the awareness of health concerns, social issues, and advance public health. He will also share his insights as a physician-writer, detail how he selects the initiatives and causes he champions, and give us a behind the scenes look at the making of medical dramas.

6:45 pm - 9:00 pm  Welcome Reception and Buffet Dinner  Main Pool

Can you think of a better way to enjoy the first night of the conference than having dinner and drinks beneath the Palm Springs Desert stars? We can’t either. Join your fellow attendees at a fun, festive and tasty event right at the Riviera Resort. The swank, loungy and retro setting will fast-forward your orientation to Palm Springs life.

9:00 pm - 11:00 pm  GIA Hospitality Room  Side Bar

You don’t want to miss out on anything during your stay at the Riviera. Reacquaint with colleagues or meet new friends at the GIA’s hospitality room.

Thursday, March 22
Continental Breakfast and Time to Visit Exhibitors

Grand Ballroom II

Marketing/Public Affairs/Public Relations Track
Session: Departmental Structure: Organizing for Effectiveness

El Dorado II

Moderator:

Pamela S. Perry
Director of Public and Media Relations
Indiana University School of Medicine

Speaker(s):

Deborah Hunter-Snow, B.S.
Associate Vice President, Marketing
University of Alabama Hospital

Avice Meehan, Communications and Journalism
Vice President for Communications and Public Affairs
Howard Hughes Medical Institute

Gina Vild
Associate Dean for Communications and External Relations and Chief Communications Officer
Harvard Medical School

The world is changing, budgets and staffs are often shrinking, and our marketplaces are increasingly competitive. Our internal clients need, and feel entitled to, more support, but are we best organized to deliver? Is it best to organize our staff around major clients like an agency, or by their skills and the kind of work they do? And how do we get some of the new skills needed if we can’t hire any more people? This session will look at several ways some senior leaders have organized their operations in response to these challenges. Bring your own org chart for some good discussion.

Master Class: Old Guard or “Damn the Torpedoes" Change Agent? What to Do When You Are Somewhere in the Middle

Royal I

Moderator:
Lisa Harter
Director of Alumni Programs
George Washington University Medical Center

Speaker(s):

Allison McEwen Vaillancourt, Ph.D., S.P.H.R.
Vice President, Human Resources
University of Arizona

Where are you along the organizational change continuum? Are you likely to chant the mantra “It’s best to leave well enough alone,” or do you delight in turning things upside down just for kicks? Is it possible that you are somewhere in the middle and fighting hard not be frustrated with the recalcitrant or appalled by those bent on blowing up anything and everything?

In this highly interactive session, we'll explore our individual comfort with change and discuss the important roles that "the old guard," "people in the middle," and "transformation zealots" can play in making organizational change possible and productive.

10:00 am - 10:30 am  Break, Network with Participants, and Visit Exhibits  Salons I & II

10:30 am - 11:45 am  Marketing/Public Affairs/Public Relations Focused Discussion: Effective, Data-Driven Strategies for Employee Communication  El Dorado I

Facilitator(s):

Michael Mozdy
Associate Director, Strategic and Internal Communications
University of Utah School of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Every organization must present their employees with information about a broad range of topics. In health care, this challenge is amplified by the diversity of the staff—from nurses and physicians to billing representatives.
Without a clear set of tools and strategies, organizations may appear as disorganized among staff and, more importantly, fail to inspire employees around mission and vision, impacting staff retention.

Through a broad-reaching staff survey, the University of Utah Health Care identified communication barriers, areas to increase communication, and tools for more effective communication for both staff and leadership. Armed with this data, the public affairs team identified five categories where communicators could make the most impact for the organization: practical, operational, recognition, inspirational and strategic. Examples will be provided about tools to support messaging in three areas with recommendations for organizations facing similar internal communication challenges. An Intranet demonstration with a customized user experience will be shown.

10:30 am - 11:45 am
Marketing/Public Affairs/Public Relations Focused Discussion: Engagement through Education: Connecting Physicians and Consumers in the Online World
Facilitator(s):

Ashley Grodnitzky
Marketing Project Administrator
Johns Hopkins Medicine

Morag Muirhead
Marketing Manager
Johns Hopkins Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

During the last year, Johns Hopkins Medicine successfully implemented an online patient education seminar series that enables physicians to conduct live, online presentations on specific medical conditions and treatments, followed by a Q&A session with viewers who can submit questions in confidence. In this discussion, we will outline how webinars have become an important component of our marketing tool box and strengthens the institution's mission and brand positioning.

Using real examples, we will also provide an overview of
our planning process, including: how to identify and connect with online patient support groups through social media and online marketing and how to utilize traditional marketing tactics to ensure that those who could benefit from the information being shared are aware of the seminar—no matter their location in the world.

10:30 am - 11:45 am
Marketing/Public Affairs/Public Relations Focused Discussion: Service Recovery in 140 Characters: Use of Twitter to “Hear” Word of Mouth and Respond in Real Time
Facilitator(s):

Cynthia Floyd Manley
Integrated Messaging and Content Strategist
Vanderbilt University Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

We know that customers are as apt—maybe more—to take to social media to complain about us as to compliment us. What do you do when you see that rant on Twitter? Join the conversation as we talk about whether, when and how to intervene without getting your feelings—or your brand—hurt.

10:30 am - 11:45 am
Public Affairs/Public Relations Focused Discussion: CPR for Your Annual Report
Facilitator(s):

Michele Weber
Director of Communications
Northwestern University The Feinberg School of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Northwestern University’s medical school produced a series of clever annual reports during the mid-2000s—one taking the form of a deck of cards, another an anatomy textbook. Those pieces were well received but expensive.
So, Northwestern decided to do an online-only report in conjunction with its primary teaching hospital.

What was the thinking behind it, how was it achieved and what were the audience reactions? This discussion will also share how Dartmouth was inspired by Northwestern’s annual report and how they, too, created a joint school-hospital report to build a robust online presence while achieving a 35 percent budget reduction.

10:30 am - 11:45 am  
Public Affairs/Public Relations Focused Discussion: El Dorado III
Intranet Show and Tell
Facilitator(s):

Kara Gavin, M.S.
Director of Public Relations
Department of Public Relations and Marketing Communications
University of Michigan Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Intranets, employee portals, internal home pages—no matter what you call them, more and more academic medical centers are following industry in creating a sophisticated, protected online space where employees can get and post information, collaborate, and avoid information overload. This session will allow you to get a sneak peek at sites that are usually behind the firewall, including examples from Barnes-Jewish Hospital and The Ohio State University Medical Center, and learn from those who created them.

If you’re thinking of overhauling your employee-facing Webspace, or are already doing it, come to this session to learn about the trials, triumphs and tribulations that others have experienced.

10:30 am - 11:45 am  
Public Affairs/Public Relations Focused Discussion: El Dorado IV
Print is Dead…Long Live Print!
Facilitator(s):

Michael Keating
Manager of Internal Communications
Beth Israel Deaconess Medical Center
Julie Scott  
Senior Director, Public Relations  
Ohio State University Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Here’s a chance to discuss the important issue of when to print and when to publish online. Increasingly, print publications of all stripes—internal, research, marketing, development, public relations—are being killed off or bumped online.

We’ll discuss successes and failures at our own institutions, showcase some examples by laptop, and attempt to define best practices. Please come prepared to share your own experiences and outcomes—and please bring copies of your publications.

11:45 am - 12:00 pm  
Break

12:00 pm - 1:30 pm  
**Literary Luncheon with Danielle Ofri**  
*Grand Ballroom*

**Moderator:**

**Treva Webster, M.B.A., R.N.**  
Assistant Dean for Development and Alumni Relations  
Loma Linda University School of Medicine

**Speaker(s):**

**Danielle Ofri, M.D., Ph.D.**  
Associate Professor of Medicine, New York University School of Medicine; Internist, Bellevue Hospital; Editor-in-Chief of the Bellevue Literary Review  
NYU Langone Medical Center

Physician, Teacher, Writer, Storyteller and Literary Editor…these are just some of the many roles played by Dr. Danielle Ofri. In addition to her career as associate professor of medicine at New York University School of
Dr. Ofri co-founded the Bellevue Literary Review, the first literary journal to arise from a medical setting, and currently serves as editor-in-chief.

Dr. Ofri has focused on reaching the real humanity of her patients and on teaching young doctors how to do the same. Referred to as “medicine’s leading proponent of the power of story—and of literature—to teach health care providers and to improve the practice of medicine”, Dr. Ofri’s writings about medicine and the doctor-patient relationship have also appeared in The New York Times, the Los Angeles Times, the Washington Post, the New England Journal of Medicine, the Lancet, and on CNN.com and National Public Radio. Author of three books, Dr. Ofri is an established and respected voice in conversations concerning how we educate tomorrow’s doctors, the joys and challenges of a medical profession, health care reform, and ethics.

Continuing in the tradition of our literary luncheons and appropriately celebrating the 50th anniversary of the GIA along with the recent 10th anniversary of the Bellevue Literary Review, Dr. Ofri will share her thoughts on physician-writers, her approach to writing and to teaching residents, and discuss her latest book Medicine in Translation: Journeys with my Patients which explores the experience of immigrant patients and the challenges related to language, culture, religion and stereotypes.

1:30 pm - 2:00 pm

Book Signing, Dessert, Time to Visit Exhibitors, Break

Salons I & II

2:00 pm - 3:15 pm

All Disciplines Track Session: Putting Strategy into Special Events

Moderator:

Anne Shatkin
Alumni and Development Officer, Events
The University of Western Ontario - Schulich School of Medicine & Dentistry

Speaker(s):

Debra Kain
Director of Research Communications
University of California, San Diego, Medical Center
Lydia Saylor
Director of Special Events
Keck School of Medicine of the University of Southern California

Jacqueline Kleppe Williams, M.O.L.
Manager, Community & STEM Education Programs
University of Iowa Roy J. and Lucille A. Carver College of Medicine

No matter your role in institutional advancement or your organization, events both big and small are important tools in achieving your strategic objectives. Whether you groan at the thought of another event or love to plan a party, this session will expose you to tools and strategies to help you get more out of the time and expense you invest on special events.

You’ll learn:

- The formula that the University of Southern California uses to plan, implement, and measure the success of events;
- How UC San Diego’s development officers and media relations specialists coordinated efforts around announcement of a major naming gift and plans to build a new medical center at UC San Diego – resulting in an award-winning, all-day series of events across multiple sites;
- How the University of Iowa uses community-based special events throughout Iowa to connect referring physicians, patients, and future medical students with the institution;
- New tools to ensure that your ideas help to tell your institution’s story and message with alumni, donors, future patients, employees, and a wide variety of community members.

2:00 pm - 3:15 pm
Marketing/Public Affairs/Public Relations Track
Session: Medical Schools and Teaching Hospitals: Leading the Way to Improvements in Quality Care
El Dorado II

Moderator:
Susan Beach  
Senior Director, Strategic Communications  
AAMC

Speaker(s):

Laurel A. Dibrog  
Roswell Park Cancer Institute

Joanne M. Conroy, M.D.  
Chief Health Care Officer  
AAMC

With the changes in health care brought about by the Affordable Care Act and the increasing number of Americans entering the health care system, quality of patient care is facing new scrutiny among the public and with policymakers. Medical schools and teaching hospitals are responding to the challenge with new initiatives addressing this important issue. One campaign, Best Practices for Better Care (BPBC), has brought together more than 240 institutions committed to leading the way in improving clinical care while advancing patient safety and quality curriculum and using research to find out what works. At the same time, institutions are changing the ways they communicate quality to the public and other audiences. Join us to hear about BPBC, about one institution's path breaking approach to communicating its quality data, and what's new with quality.

2:00 pm - 3:15 pm  
Marketing/Public Affairs/Public Relations Track  
Session: When Animal Rights Activists Attack: Strategies for Success, Not Just Survival  
Royal II

Moderator:

Tom Vasich  
Associate Director of Communications, Health Sciences  
University of California, Irvine, School of Medicine

Speaker(s):

Amanda Banks, Ph.D., CRA  
President
California Biomedical Research Association

Phil Hampton
Associate Director, UCLA Media Relations and Public Outreach
University of California - Los Angeles

Janine Sikes
Director of Public Affairs
University of Florida

The age of social media and Web 2.0 has transformed the way animal rights advocates – from the moderate to the extreme – target academic institutions whose faculty perform biomedical research involving animals. But it has also brought about changes in the way those institutions, and their allies in pro-research advocacy groups, communicate about the same issues.

From Facebook attacks to traditional news media, and from online petitions to threats of violence, learn how two prominent institutions have handled recent efforts by animal rights groups to threaten their research. And, from one of the nation’s many research advocacy groups, learn about emerging tactics being used by the animal rights community – and what your institution can do together with your regional advocacy group to anticipate or counter attacks.

2:00 pm - 3:15 pm
Master Class: I Have a Tank of Frogs to Sell: Communicating and Translating Basic Science
Moderator:
Shawn M. Vogen, Ph.D.
Assistant Vice President and Associate Dean for Health Sciences Advancement
Loyola University of Chicago

Speaker(s):
Patricia Gregory, Ph.D.
Assistant Vice Chancellor and Executive Director, Corporate and Foundation Relations
Washington University in St. Louis School of Medicine

Terri Rutter, M.A.
Campaign Communications Director
Harvard Medical School

Translating science to the lay audience offers unique challenges for all of our advancement efforts. How does basic science impact the academic medical center? What is the connection between basic science and patient care? Why is research important to medical education?

During this interactive session, hear from colleagues in advancement communications and development discuss strategies for communicating and selling basic science to constituents across the academic medical center. The session will solicit the audience for their own ideas and strategies for how to sell their own institution’s tank of frogs.

3:15 pm - 3:30 pm Break

3:30 pm - 5:00 pm Marketing/Public Relations Track Session: Challenging Clinical Trials + New Ways to Recruit Royal II
Moderator:

Mary Lynn Carver
Senior Vice President, Communications & Public Affairs
University of Maryland Medical Center

Speaker(s):

Richard N. Katschke
Associate Vice President for Public Affairs
Medical College of Wisconsin

Tina Mankowski
Associate Vice President for Medical Affairs and Director of Health Sciences/UW Medicine News and Community Relations
University of Washington School of Medicine
Molly Dwyer-White
Managing Director, Clinical Research Recruitment Program
University of Michigan Medical School

Public affairs and marketing professionals are often called upon to give input and manage various aspects of clinical trials, ranging from providing investigators with advice on a sensitive or unusual trial, to (yet) new approaches for patient recruitment. This session highlights ways to plan and manage tricky clinical trials—for example, using community relations to build broad community awareness as sensitive trials unfold. The session also takes a look at a new model for Web patient recruitment.

3:30 pm - 5:00 pm
Marketing/Public Relations Track Session: What Consumers Really Want From Hospital Social Media
El Dorado II

Moderator:

David A. Feinberg
Vice President, Chief Marketing Officer
NewYork-Presbyterian Hospital The University Hospital of Columbia and Cornell

Speaker(s):

Amy Comeau, MBA
Assistant Director, Market Strategy & Support
Emory Healthcare

Brycie Jones
Social Media Manager
Oregon Health & Science University

Margaret Trevor, PhD
Vice President of Survey Services
YouGovHealthcare

Social media is a part of every teaching hospital’s media
strategy today. But do we know what are our patients really want from hospital social media? This educational session will present the findings of a national survey of over 2,500 healthcare decision makers.

The research findings provide an in-depth examination of the current and future use of hospital social media. You’ll learn about audience profiles, what social media channels and activities patients are seeking from us and others, and understand how our use of social media may impact perceptions, selection and loyalty to your organization.

You’ll also hear how Oregon Health & Science University and Emory Healthcare are applying strategic social media principles to drive their content, prioritize service lines and measure success.

Armed with data and these practical insights, marketing, public relations, and development professionals will be able to enhance their social media presence.

3:30 pm - 5:00 pm

Master Class: Inside Out: Leveraging Internal Communications Resources for the Outside World (and Vice Versa)

Moderator:

Michael Keating
Manager of Internal Communications
Beth Israel Deaconess Medical Center

Speaker(s):

Amy Goodwin
Director, Institutional Internal Communications
Johns Hopkins Medicine

Julie Scott
Senior Director, Public Relations
Ohio State University Medical Center

Eric Switzer
Associate Director of Communications
Oregon Health & Science University School of Medicine
At complex institutions like academic medical centers, intranets connect employees not only with operational resources, but also with news stories and philanthropic and marketing campaigns. This master class will focus on using intranets as a platform for engaging employees in their work, with their colleagues and as ambassadors for key institutional initiatives.

Presenters will offer case studies and best practices for engaging employees on an intranet. Topics may include:

- Video—from employee profiles to research breakthroughs, grateful patient stories to the latest ads.

- Blogs—transforming static information distribution into an ongoing conversation.

- Key Performance Indicators—making KPIs like patient satisfaction or philanthropic contributions the focal point an intranet.

- Development/ rollout—getting the right stakeholders on board in the beginning and developing a comprehensive approach to buy-in after launch.

- Measurement—understanding employee behavior online and developing ways to influence behavior.

Of primary interest to mid-career internal communications professionals, this session will also be of interest to marketing, public relations and development professionals interested in learning how to engage internal audiences in institutional advancement efforts. Presentations will be multi-media, followed by questions and discussion.

6:00 pm - 7:30 pm

Awards Presentation followed by Cocktail Reception

Join us for the Awards for Excellence presentation (6-6:45 pm) as well as a cocktail reception (6:45-7:30 pm) to honor award winners and meet up with your dine-around group.

8:00 pm - 10:00 pm

Dine-Around Palm Springs!

Join your fellow GIA colleagues for a fun way to network while dining at one of Palm Springs’ highly recommended and unique restaurants. AAMC is holding reservations at a number of Palm Springs’ hottest spots so you and other conference attendees can enjoy a Dutch treat dinner.
Friday, March 23

7:30 am - 8:20 am  Public Affairs and Public Relations Networking Breakfast  El Dorado II

8:30 am - 9:45 am  Leadership Plenary: The Case for Change in Academic Medicine  Grand Ballroom II & III

Moderator:

Joni Westerhouse
Assistant Vice Chancellor for Medical Public Affairs
Executive Director for Medical News
Washington University in St. Louis School of Medicine

Speaker(s):

Darrell G. Kirch, M.D.
President and CEO
AAMC

As institutional advancement professionals you are uniquely positioned to contribute to improvements in the nation’s health care—you have access to your institution’s leadership (or sit at the leadership table yourself), you are skilled at advancing a mission, you are experts at shaping and changing opinion, and you have key internal and external relationships with faculty, researchers, policymakers, alumni, donors, patients, and members of the media.

In this Leadership Plenary address, AAMC President and CEO Dr. Darrell Kirch will make the case for change in academic medicine, and the need to move from incremental improvements to transformational change. He will outline critical success factors to drive transformational change in organizations, and discuss how we are all responsible for leading that change.

Dr. Kirch’s vision will inspire you to consider building your leadership capacity and to become a strategic partner in leading your institution toward positive change in academic medicine.
9:45 am - 10:15 am  Break, Time to Reflect on Previous Sessions, Network with Participants, and Visit Exhibits  Salons I & II

10:15 am - 11:45 am  Master Class: Obamacare: Two Years Later  Royal I

Moderator:

**Paul Costello**
Chief Communication Officer
Stanford University School of Medicine

Speaker(s):

**Peter R. Brown**
Chief of Staff, Partners Healthcare
Brigham and Women's Hospital

**Joanne M. Conroy, M.D.**
Chief Health Care Officer
AAMC

**Terry Leach**
Executive Director
UC Center for Health Quality and Innovation

Since passage of the Patient Protection and Affordable Care Act, known more commonly as Obamacare, in March 2010, the law is being attacked on numerous fronts: Attorneys general in 27 states have mounted a court challenge to the constitutionality of the law, the Republican majority in the Congress threatened not to fund it and polls consistently state that public support remains weak. Two years out, health care reform remains widely misunderstood and disputed. Yet, the law—the first substantial reform of the nation’s health care system since Great Society programs established under President Lyndon Johnson—has already changed the health care landscape for providers, large and small, public and private, rural and urban. While these new rules are still being interpreted, defined, debated and litigated, most health care experts agree that no matter the law’s fate, standing still is not an option as health care expenditures
continue to drain a growing share of the Gross Domestic Product. Solutions for true health reform, these experts say, will come from innovative thinking on three key issues: access, cost and quality.

This session will explore the dramatic shifts now occurring in the practice of medicine as a result of the law and the problems it is intended to address. First we’ll hear an update on health care reform in real time and then dive into learning how two organizations—one in Massachusetts, the other in California—are responding to the challenge of reform, from embracing new approaches in health care delivery to educating the public about how the law is impacting people’s lives.

10:15 am - 11:45 am  
Public Relations Track Session: Scientific Publishing on Fast Forward  
*El Dorado IV*

**Moderator:**

**Margaret C. McDonald, Ph.D.**
Associate Vice Chancellor for Academic Affairs, Health Sciences  
University of Pittsburgh School of Medicine

**Speaker(s):**

- **Neda Afsarmanesh**  
  Press Officer  
  Nature Publishing Group

- **Ivan Oransky, M.D.**  
  Executive Editor  
  Reuters Health

- **Anita V. Srikameswaran, M.D.**  
  Senior Manager, Media RelationsUPMC/University of Pittsburgh Schools of the Health Sciences  
  University of Pittsburgh School of Medicine

Once upon a time, a scientific or medical paper could take months from submission to publication. Now, the whole process sometimes seems like it takes minutes. Advance online publication, open-source journals, and other developments have transformed the world of scientific
publication. While this evolution has been a boon for the exchange of data among researchers, it has thrown the system of embargoed press releases and media coverage of research into turmoil. Add in the sharp downturn in staff reporting positions for science and medicine at mainstream media organizations, and the picture gets even murkier.

How does scientific publishing work today? What can institutional communicators do to ensure they can still make the most out of the newsworthy findings of their faculty members’ research? How are journalists reframing the way they cover current findings? How can institutions go beyond media coverage to get the word out about their research? Find out more from the speakers (and audience members) at this timely session. What are the best practices, and practices to avoid, when it comes to using embargoes?

11:45 am - 12:00 pm  Break

12:00 pm - 1:30 pm  Special Interest Luncheon with GIA Update and Election of Officers  Grand Ballroom II & III

Want to have some focused conversations at your luncheon table? We’ve identified some key issues/topics/segments and encourage you to have lunch with others interested in the same.

After dining, you will hear about GIA membership, current activities, and elect the next group of steering committee officers.

1:30 pm - 2:00 pm  Dessert, Time to Visit Exhibitors, Break  Salons I & II

2:00 pm - 3:30 pm  Marketing/Public Affairs/Public Relations Track Session: Cool Approaches and Tools  El Dorado II

Moderator:

Eric Switzer
Associate Director of Communications
Oregon Health & Science University School of Medicine

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With technology developing so quickly, how do we know what is a passing fad and what is really useful? This session will look at a variety of cool tools your colleagues are using right now to manage their work and reach their target audiences—from QR codes and mobile apps to digital publishing, blogs and online databases. Join us to share your new tricks and pick up a few things you can put to use back home.

2:00 pm - 3:30 pm  
Master Class: Authentic Conversations: Leading the Way to a Culture of Trust and Commitment  
Moderator:  
Mary M. Koppel, MA  
Senior Vice President for External Relations and Strategic Communications  
City of Hope National Medical Center
As institutional advancement professionals, communication is key. Within our complicated universities, hospitals, health systems—not to mention silos, departments, and modern day fiefdoms—conversations can easily become complicated with unintended and long-lasting consequences. This master class offers proven, effective ways to help you develop the intention and conversation skills to create authentic communication. You will discover the importance of understanding interdependency, and ways to foster collaboration and personal accountability for the good of the whole.

The class will help you deconstruct the parent-child conversations common in many organizations and expose the costs of using manipulative techniques to “get people on board.” Learn how authentic conversations can put you on the path to a culture built on strong relationships and open communication.

2:00 pm - 3:30 pm

Public Affairs/Public Relations Track Session: Branding Through Public Service Campaigns
El Dorado IV

Moderator:

Susan Hoffman
Vice President, Marketing and Public Affairs
Lehigh Valley Hospital-Cedar Crest

Speaker(s):

Robert Barraco, M.D., M.P.H., F.A.C.S., F.C.C.P.
Chief, Sections of Geriatric Trauma
Lehigh Valley Health Network
Chuck Lewis
Senior Vice President, External Affairs
Lehigh Valley Health Network

Richard D. deShazo, M.D.
Professor of Medicine and Pediatrics, University of Mississippi Medical Center
Host of Southern Remedy
University Hospitals and Clinics/ University of Mississippi Medical Center

Jenny Wilburn
Executive Producer, Southern Remedy
Mississippi Public Broadcasting

Academic medical centers not only have their tripartite missions of research, education and patient care, but they also are a vital part of the communities in which they "live and work." As leaders—and often one of the largest employers in their communities—many academic medical centers traditionally have taken an active role in helping address important health care and societal issues right in their own backyards. Public service campaigns aim to raise public interest or awareness of an issue—and hopefully change behavior.

In this session, participants will learn how two public service campaigns served to raise awareness of important issues, while at the same time increasing perception of their brand among consumers. Regional health care and trauma leader Lehigh Valley Health Network will highlight an integrated public service campaign they launched to raise the awareness of the dangers of distracted driving. The University of Mississippi Medical Center will demonstrate how they partnered with a statewide public broadcasting network to raise awareness of the obesity issue while also garnering support among key stakeholders on an important issue.

Networking Reception and our Celebration of the GIA’s 50th Anniversary

Step back in time to the supper club and cocktail lounge atmosphere of Palm Springs’ acclaimed Tropicale Restaurant and Coral Seas Lounge. To celebrate the GIA’s 50th anniversary, we’ll raise our glass to our profession and our past and current leadership while traveling back to
the days of the Rat Pack, specialty cocktails, and lounge music. You don’t want to miss this—we’ll celebrate in style!

The Tropicale Restaurant and Coral Seas Lounge

330 East Amado Road
Palm Springs, CA

7:00 pm - 9:00 pm  Free Time/Dinner on Your Own

Saturday, March 24

8:00 am - 8:45 am  Continental Breakfast  Grand Ballroom II

9:00 am - 10:30 am  Master Class: Communicating in a Crisis  El Dorado I

Moderator:

Tom Vasich
Associate Director of Communications, Health Sciences
University of California, Irvine, School of Medicine

Speaker(s):

Phillip Van Saun
Director of Continuity and Emergency Services
University of California - San Diego

Effective communication depends on preparedness. This program will therefore focus on the tools that every leader needs to anticipate and plan effective communication strategies to address potentially disastrous situations. You will learn proven methods to prepare for, respond to and recover from any event that could negatively impact organizational stability and which present the potential of significant reputational risk.

The session will be augmented by case studies in which you will engage in scenarios involving scandal, geopolitical unrest and other unplanned events to better prepare you to lead during a crisis. Participants will learn practical
techniques to:
· Discern facts from fragmented, conflicting information
· Make defendable decisions under pressure
· Communicate in the worst of times
· Heal your organization and return to normal.

9:00 am - 10:30 am

**Master Class: Leadership and Professional Development**

**Grand Ballroom I**

**Moderator:**

**Diane McKeever, M.M.**
Senior Vice President, Philanthropy and Chief Development Officer
Rush Medical College of Rush University Medical Center

**Speaker(s):**

**Jon Derek Croteau, Ed.D.**
Senior Consultant
Witt/Kieffer

**Zachary A Smith, Ph.D.**
Assistant Vice Chancellor of Development
University of California - Riverside

**Clyde Watkins**
Chairman
Ter Molen Watkins & Brandt, LLC

Leadership development and talent management are critical issues for today's advancement organizations. What does it take to be an effective and high performing chief advancement officer? How should our profession prepare current alumni and development managers for future leadership roles? This master class will be an interactive session with a focus on fourteen leadership competencies necessary for success, as discovered through groundbreaking research. Case studies will help guide a discussion on how the advancement industry can better...
develop talent and prepare current and future generations of leaders for the demands of this important position.

9:00 am - 10:30 am

**Master Class: Mapping the Internet: Locating Communities of Influence Online**

*El Dorado II*

Moderator:

**Deborah Loeb Bohren**  
Vice President, Communications and Public Affairs  
NYU Langone Medical Center

Speaker(s):

**John Stafford, MA, BA**  
Associate Director of Digital Media Strategy  
Stanford University School of Medicine

**Bryan Vartabedian, MD, FAAP**  
Pediatric Gastroenterologist  
Texas Children's Hospital

As the size and reach of traditional news outlets shrink, many communicators are wondering how we will "get the word out." Meanwhile, millions of people are bypassing those gatekeepers, finding the information they want online, and looking to others for guidance about medical questions, including where to go for their care. This session will explore the burgeoning communities of bloggers, curators, and patients online, and ways we might identify and participate in these important conversations.