

JOIN US FOR THE

2024 KC HEALTH COMMUNICATORS FALL CONFERENCE

Friday, Oct. 25, 2024
8:30 a.m. to 3:00 p.m.
Grand Street Cafe
4740 Grand Ave, Kansas City, MO 64112
Cost: \$100/per member (or \$175/per non-member)
Please register by Monday, Oct. 21, 2024



AGENDA AND SESSION INFORMATION

8:30 - 8:50 A.M.: REGISTRATION AND BREAKFAST

8:50 - 9:00 A.M.: WELCOME

9:00 - 10:00 A.M.

WHAT LEADERS VALUE AND EXPECT FROM COMMUNICATIONS TEAMS

Teresa Olson, Chief Marketing Officer, Children's Mercy
Thomas Murphy, Vice President of Human Resources, Liberty Hospital
Gina Creek, VP, Regional Chief People Officer, AdventHealth
Laura McCarthy, Executive Director of Marketing and Communications, The University of Kansas Health System

Executives share their thoughts on what they are looking for in a communications team and how your content and ideas help shape and set the tone for internal relations and external perception.

10:00 - 10:15 A.M. BREAK

10:15 - 11:15 A.M.

LOOKING AT COMMUNICATIONS THROUGH A DEI LENS

- Tori Gleason, DC, MPH, Clinical Analyst, LMH Health*
- Laura Smith, Director of Experience, Stormont Vail Health*

Understand how DEI looks and sounds when it comes to communications and discover how what you create resonates across the political and social spectrum.

11:15 A.M. - 12:15 P.M.

STORYTELLING FROM A NEW PERSPECTIVE

Becky Blades, Author and founder of StARTistry

Look at storytelling from the perspective of someone who writes and creates art as an act of self-fulfillment.

12:15 - 1:00 P.M.: LUNCH

12:45 - 1:00 P.M.

TELLING THE HOSPITAL STORY

Colleen Wilber Kincaid, Vice President, Media Relations and Strategy, American Hospital Association

Join AHA's effort to collect stories from all corners of health care.

1:00 - 1:45 P.M.

CRISIS COMMUNICATIONS, SESSION 1: GROUP BREAKOUTS/SHARING

Members of KCPD PIO Unit will join

1:45 - 3:00 P.M.

CRISIS COMMUNICATIONS, SESSION 2: SPEAKER PANEL WITH Q&A

Steve Hoeger, Corporate Safety Director and Regional Preparedness Coordinator, University Health

Captain Jacob Becchina, Media Unit, KCPD

Eryn Realmuto, Internal Communications Manager University Health

These sessions are interactive with KCHC members sharing observations and lessons learned from the Super Bowl champion's parade.

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REGISTRATION FORM

NAME: _____

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Cost of the conference is \$100 per member and \$175 per non member. For your convenience, 2025 dues may be paid at the same time. If you are unsure of your membership status, please contact jfenwick@kha-net.org.

Make checks payable to KC Health Communicators. You may either mail payment with the registration form or bring payment to the Fall Conference.

A full refund will be given for cancellation received by KCHC prior to Oct. 18. Registrations may be transferred to another individual. Cancellations can be made via email, mail or phone. No refund will be given for cancellations received on or after Oct. 18.

Casual or business casual attire accepted; layers recommended for comfort.

I have enclosed payment for:

_____ \$100 Fall Conference Member Fee

_____ \$175 Fall Conference Non-Member Fee

_____ \$75 2025 KCHC membership dues

_____ Total

Mail payment and registration to:

Kansas Hospital Association, KCHC

Attn: Jan Fenwick

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