

SDAHMPR ***SUMMER*** ***CONFERENCE***



June 21, 10:00 am - 5:00 pm

June 22, 8:30 am - 2:00 pm

Holiday Inn, Downtown Sioux Falls, SD

South Dakota Association of Healthcare
Marketing & Public Relations (SDAHMPR)

 **South Dakota**
Association of Healthcare Organizations

CONFERENCE DETAILS

The South Dakota Association of Healthcare Marketing and Public Relations (SDAHMPR) Summer Conference will be at the Holiday Inn City Centre's Skyline Room. This year we hope to inspire and prepare you and your team for another year in the ever-changing marketing and healthcare spaces. Effective marketing and public relations teams are vital to the success of any health system or long term care facility. SDAHMPR is dedicated to our members and bringing them the latest news on trends and providing opportunities to network and learn about best industry practices.

INTENDED AUDIENCE

Health care and long term care facility marketing and public relations staff, digital marketers, social media managers, communicators, executives and leadership.

SCHEDULE OF EVENTS

Thursday, June 21, 10:00 am - 5:00 pm

9:30 am – Check-In Opens

10:00 am – Conference Begins with Opening Remarks

10:30 am – “You Can’t Make a Living Out of Being Cool”, Ted Heeren

How a lesson learned on the farm inspired a fresh approach to celebrating and practicing a creative life. In this session you'll learn how consistency and discipline are vitally important to spontaneous fun, original thinking, and articulating big ideas.

11:45 am – Bright Idea Award Winners 2017, Sanford Clinic Vermillion

Presented by Carol Lavin, RN, Clinic Nursing Manager, Wellness and Rachel Olson, Clinic Director. Learn how the staff at Sanford Clinic Vermillion added a new innovative option for distribution of flu shots in the 2013/14 flu season. In it's fourth year, the Roll down your window and Roll up your sleeve - Drive-Thru Flu Shot clinics continue to grow with community appreciation for the unique and convenient option for getting their annual vaccine.

12:00 – Networking Lunch and Break

1:30 – “DIY Video for Social Media”, Craig Lee

In this session, you'll learn do-it-yourself techniques to make your organization “stand out” from the social media noise. Stories sell and fresh patient feedback makes great social fodder. With just a few simple tools in your toolkit, you too can video like a boss!

3:30 – SDAHMPR Business Meeting

4:00 - Member Social Sponsored by MED Magazine

Midwest Medical Edition (MED Magazine) is the longest-standing and most respected locally-produced business magazine for and about doctors and other healthcare professionals on the Northern Plains. Our print mailing list of 5,000 includes MDs, DOs, PAs, NPs, and top healthcare administrators in South Dakota, and neighboring towns in Iowa, Nebraska, and Minnesota. MED's fast-growing website (MidwestMedicalEdition.com) features current medical news in real time, a popular interactive events calendar, and a medical business directory.



Friday, June 22, 8:30 am - 2:00 pm

8:30 – Breakfast Opens

9:00 - “Grow Your Business on Social Media”, Sarah Kurtenbach

Have you ever boosted a post... just because? Or spent money on social media ads without understanding the result or if the ads even “worked”? Join us to learn about how to efficiently and effectively create and implement a Facebook and Instagram ads strategy!

10:15 – “Engaging Rural Healthcare Communities with a Wellness Challenge”, Dan Altenbernd

Five years ago, H2M partnered with Lake Region Healthcare (LRHC), a regional health system serving Fergus Falls, MN, and surrounding communities, to bring wellness to the community annually. LRHC was expanding its mission to focus on wellness and preventative care, and it wanted to not only showcase its services and expertise, but also to inspire the entire region to get involved in their own health and wellbeing. Now, five years in, LRHC’s “Community Health Challenge” has become an annual point of pride, rallying 60,000+ rural residents together around a common goal of physical fitness during the cold winter months.

11:30 – Networking Lunch and Break Sponsored by H2M

H2M is a strategic marketing and communications agency, based in Fargo, ND, with a deep concentration in helping rural healthcare. Since the agency’s inception in 1988, H2M has provided insight to companies across the Midwest by using focused creativity to provide measurable results, while always providing proof of performance.



We know our work must be unique and differentiating to be effective; this is the challenge H2M takes on, on your behalf.

12:30 – “Building a Culture for Creativity”, Kerri Tietgen

In our fast-paced world, with too many tasks, too many appointments and an environment where we run, run, run, it leaves little time to think. In a survey recently, CEOs of Fortune 500 companies were asked what challenges their organizations face. Among the top was the workforce’s ability to think independently and creatively. During this talk, I will share some best practices and stories of organizations doing GREAT things to build cultures for creativity.

LODGING

Room reservations are available at the Holiday Inn City Centre for \$109 per night. Please note there is a downtown fee of \$5.50 and a \$5.00 parking fee. To reserve please call 605-339-2000 and mention SDAHMPR.

PLEASE NOTE

- Dress attire for the conference is business casual. Layered clothing is recommended for your comfort.
- If you have any dietary restrictions or allergies, please contact Jennifer at jennifer.bender@prairielakes.com.

CONFERENCE SPEAKERS



Creative director and writer, **Ted Heeren** grew up on the family farm outside of Norway Center, SD. After studying broadcast journalism and horticulture in college, he applied the strong work ethic from farm life and the gardening wisdom from college to starting an advertising agency, Fresh Produce, and a late night public radio and television show, Rock Garden Tour. Since 2004, Fresh Produce has built a reputation on delivering fresh and compelling work through a well defined and disciplined creative process. In 2014, Ted received Distinguished Alumni honors from SDSU Journalism & Mass Communications.



Carol Lavin, RN, Clinic Nursing Manager, Wellness, Sanford Clinic Vermillion



Rachel Olson, Clinic Director, Sanford Clinic Vermillion



I'm **Craig Lee**, founder of Craig Lee Studios in Huron, South Dakota. I've seen the power that compelling photographs and video can have. They can change minds, melt hearts and sway public perception. I have a seven-year background in television news, I worked three years as a content creator for a large advertising agency in Sioux Falls and for the last seven years I've pursued my passion as owner and chief creative officer of a full-service photography and videography studio. While technology and our world changes daily, the one thing that hasn't changed is the need for compelling content. That content could be the soundbites that you gather, the photographs that you choose to use for your marketing campaign or the stories that you choose to tell. I'm excited to share some tricks and tips to help you harness the power of compelling video in your everyday marketing.



Sarah Kurtenbach is a social media and digital executive who has worked for a top Facebook Preferred Marketing Developer for over five years. Starting as the second employee, she helped grow the company to a multi-million dollar business, opened the NYC Office, brought the company through an acquisition and has worked post-acquisition within a large Fortune 500 media company. At the age of 27, she was promoted to be the youngest VP in the company's history.

She has strategized, built content, put together process plans, ran digital media, analyzed data, and brought success to hundreds of advertisers including: AT&T, CVS, Capital One, Bayer, HGTV, jetBlue, Dick's Sporting Goods, Lifetime, Skype, Domino's, J.Crew, Audi, Samsung, Jaguar, Air France, Revlon, T.Rowe Price, and many others.

Sarah moved back to Sioux Falls to get married after living in Atlanta and NYC. She is the Principal/Founder of a social media and growth consulting company, the KB Group. She enjoys spending her time helping businesses and corporations succeed in the ever-changing digital and social space.



*A partner at H2M, **Dan Altenbernd** has been providing advertising and marketing advice for over 17 years. Dan works with all clients and team partners to ensure budgets align with objectives, and make certain client expectations and satisfaction are being accomplished.*



***Kerri Tietgen** is passionate about coaching others to reach their highest potential and building sustainable organizations through the creation and implementation of strategic leadership programs. She asks the hard questions and is known as an “elephant hunter” as she often addresses the elephant in the room rather than tip-toeing around it. Her philosophy of ‘doing things right’ has brought her to the world of Organizational and Leader Development. It is this philosophy that has allowed her to serve a multitude of people and organizations including manufacturing, banking, insurance, professional/consulting services, retail, non-profits and health care over the last 20+ years.*

After founding and leading KT Consulting, Inc. for the last 10 years, Kerri recently joined the team of Fresh Produce, the most creative advertising agency around! While at first glance, advertising and leader/organizational consulting appears to be an unconventional marriage, the foundational principle of KTC of ensuring that organization’s leadership teams’ ‘audio matches their video’, that is - making sure that the mission, vision and values of the organization match that of their leader’s behaviors and strategic direction makes this union a perfect fit.

Kerri’s formal education includes a Bachelor’s of Science in Business Administration in Management and Finance from the University of Nebraska and an MBA from the University of South Dakota. She also SPHR / SHRM-SCP certified and has taken and passed the Series 7, Series 66 and Life and Health Insurance exam. Kerri’s most important role is that of wife to her husband, Jeremy, and mother of two, Cooper and Kennedy.

CONFERENCE REFUND POLICY

- Cancellations and substitutions welcome anytime. All cancellations and substitution requests must be sent to jennifer.bender@prairielakes.com and rhonda.christensen@sdaho.org.
- A full refund will be given to all cancellations received by Friday, June 15, 2018.
- No refunds will be given to cancellations received after Friday, June 15, 2018.
- SDAHMPR reserves the right to cancel the conference due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided.

SDAHMPR SUMMER CONFERENCE REGISTRATION

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

E-mail: _____

Amount Enclosed: _____

Registration Fees

2017 SDAHMPR Member (if you paid for membership in 2017):

\$150 Early Bird Fee (postmarked by June 1, 2018)

\$175 Post-Early Bird Deadline

Joining Member: \$200

2018 SDAHMPR Member:

Please contact Jennifer Bender at jennifer.bender@prairielakes.com to discuss your fees.

Please make checks payable to SDAHMPR and send with this registration form to:

SDAHO

3708 W. Brooks Place

Sioux Falls, SD 57106

PLEASE NOTE

SDAHMPR memberships are now June - May. Your Summer Conference registration now includes an annual membership to SDAHMPR!