



ISHMPR Annual Conference
Relax. Refresh. Re-energize.
Nov. 8 & 9, 2010

Starved Rock Lodge & Conference Center, Utica, IL

CALL FOR SPEAKERS

Deadline for submission: ~~June 30, 2010~~ July 7, 2010
info@ishmpr.org

In November 2010, over 100 healthcare marketing and public relations professionals from Illinois and bordering states will gather to relax, refresh and re-energize. They will be looking for fresh ideas and workable strategies and plans they can bring back to their organizations. If you can offer insights, expertise and experience on the hottest industry topics, we want you to be a part of this important conference.

You can choose to participate as a:

- Solo speaker or dual presenter for a 60-minute **concurrent session** on one of the following topics:
 - Social Media
 - Branding
 - Physician Relations
 - Online Advertising
 - Crisis Management/Media Relations
 - Web Trends
- 75-minute **Keynote Speaker** on one of the above topics
- **Exhibitor** (*see Sponsor & Exhibitor Opportunities*)
- **Conference Sponsor** (*see Sponsor & Exhibitor Opportunities*)

Proposals for Concurrent & Keynote Sessions

There will be three opportunities for concurrent sessions at the conference. **To be considered, please submit the following information via e-mail to info@ishmpr.org by ~~June 30, 2010~~ July 7, 2010.** Presenters will be selected by July 15, 2010 for inclusion in conference promotional materials.

1. Topic Category (select one)
 - a. Social Media
 - b. Branding
 - c. Physician Relations
 - d. Online Advertising
 - e. Crisis Management/Media Relations
 - f. Web Trends
2. Type of Session (select one or both)
 - a. Concurrent
 - b. Keynote



3. Proposed session title
4. Key benefits/learning objectives (list at least 3)
5. Session description (300 word max)
6. Description of how you will incorporate interactivity into your presentation
7. Contact information for each presenter
 - a. Name
 - b. Title
 - c. Organization/Company
 - d. Address
 - e. Phone
 - f. Email
 - g. Fax
8. Biography/resume and photo for each presenter
9. Speaker References (2 for each presenter)
10. Audio/visual requirements

Conference Agenda (tentative)

Monday, Nov. 8, 2010

4-7 p.m.	Conference Registration and Guest Check-in
4-6 p.m.	Exhibitor Set-up
4:15-6:30 p.m.	Trolley Tour & Wine Tasting
6:30-8:00 p.m.	Networking Dinner Reception
8-9 p.m.	Entertainment

Tuesday, Nov. 9, 2010

7-8 a.m.	Guided Hike through Starved Rock
7:30-8:30 a.m.	Breakfast & Exhibitor Showcase
8:30-9:45 a.m.	Keynote Speaker
9:45-10:15 a.m.	Break & Exhibitor Showcase
10:15 a.m.-11:15 a.m.	Concurrent Sessions
11:15-12:15 a.m.	Concurrent Sessions
12:15-1:30 p.m.	LUNCH/IHA-ISHMPR Update
1:30-2:30 p.m.	Concurrent Sessions
2:30-3:30 p.m.	Break & Exhibitor Showcase



3:30-4:30 p.m. Pinnacle Awards



4:30 p.m. Closing Remarks



Speaker Compensation

Presenters for sessions with one or two speakers will receive complimentary registration to the 2010 ISHMPR Conference. Transportation, meals and lodging are the responsibility of each presenter.

Conference Fees

ISHMPR and WHPRMS member Registration Options

Early-Bird Discounts-before 9/15/10

- Full Conference: \$225
- Tuesday only: \$200

Registrations Received AFTER 9/15/10

- Full Conference: \$275
- Tuesday only: \$250

Group Discounts

Register three or more conference participants from your organization and receive a \$45 off each registration. The group rate applies only to each full conference registration. Early-bird discounts does not apply. To receive the discounts, registration forms must be submitted together.

Non- Member Registration Options

- Full Conference: \$350
- Tuesday only: \$325

Accommodations

A block of rooms has been reserved at the Starved Rock in for Monday evening. Room rates are \$90-100 plus taxes for up to four people per room. Please call 800-868-ROCK (7625) or email frontdesk@starvedrocklodge.com for reservations and information.

Questions?

Contact Tracy Simons
2010 ISHMPR Conference Chair
(815) 740-1234, ext. 7562
info@ishmpr.org