

**AHP Madison Institute for Healthcare Philanthropy**  
**July 16-18**

## **Philanthropy Marketing & Communications Mini-Track**

Core Faculty: Michael Beall

### ***Summary***

In our relationship-forward industry, we must operate with a mindset that communication is glue—not bait. We also need to become experts at brand synergy and alignment. We need to change how we define communication. Communication can no longer be a bolt-on, stand-alone endeavor or deliverable. Our communication efforts must have the soul of a storyteller, be driven strategically and supported by data—but not data alone.

The Marketing and Communications mini-track will teach critical areas of communication competence while also providing leading-edge thought leadership, practical takeaways and examples of what works, what doesn't and the reasons why.

### **Schedule – MarComm Mini-Track**

<b>Sunday, July 16</b>	<b>Topic/Activity</b>	<b>Faculty</b>
1:00 - 5:00 pm	Registration	
5:00 - 6:30 pm	<b>Welcome</b> <b>Introductions</b> <b>Getting to Know You</b> <b>Agenda Overview</b>	Michael Beall
6:30 - 7:45 pm	Networking Social	

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**Schedule – Operations Mini-Track**

<b>Monday, July 17</b>	<b>Topic/Activity</b>	<b>Faculty</b>
7:00 – 8:00 am	Breakfast - Great Hall, Memorial Union	
8:00 – 9:00 am	General Session - Great Hall, Memorial Union	
9:00 – 11:45 am	<b>The Product of Philanthropy, Case for Support and the Role of Communications</b>	MJB
11:45 am - 1:15 pm	Lunch	
1:15 - 2:45 pm	<b>Campaign Communications</b>	MJB
2:45 - 3:00 pm	Refreshment Break	
3:00 - 5:00 pm	<b>Grateful Partnership Communications</b>	MJB
5:00 - 6:00 pm	Networking Social	

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**July 14 - 16, 2019**

**Schedule – Operations Mini-Track**

<b>Tuesday, July 18</b>	<b>Topic/Activity</b>	<b>Faculty</b>
7:00 – 7:30 am	Breakfast - Great Hall, Memorial Union	
7:30 – 8:30 am	General Session - Great Hall, Memorial Union - HIPAA (for US attendees) - PIPEDA (for Canadian attendees)	Donna Budak Lesley Heighway
9:00 - 10:00 am	<b>Brand Alignment, Strategy Workshop</b>	MJB
10:00 - 10:15 am	Coffee Break	
10:15 - 11:45 am	<b>Panel Session</b>	MJB
11:45 am - 1:00 pm	Lunch	