

AHP Madison Institute for Healthcare Philanthropy
July 16-18, 2023

Philanthropy Marketing & Communications Mini-Track

Core Faculty: Michael Beall

Guest Faculty: TBD

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

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

AHP Madison Institute for Healthcare Philanthropy
July 16-18, 2023

Schedule – MarComm Mini-Track

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

AHP Madison Institute for Healthcare Philanthropy
July 16 - 18, 2023

Schedule – MarComm Mini-Track

Tuesday, July 18	Topic/Activity	Faculty
7:30 – 9:00 am	Breakfast and General Session	
9:00 - 10:00 am	Brand Alignment, Strategy Workshop	MJB
10:00 - 10:15 am	Coffee Break	
10:15 - 11:45 am	Panel Session	MJB
11:45 am - 1:00 pm	Lunch	