

You have been invited to speak at the:

**4th Annual Strategic Internal Communications for Health Care
September 17 – 19, 2019 | Philadelphia, PA**

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Yes, I'd like to join the speaking platform to present a case study on best practices & lessons learned for the following event:

4th Annual Strategic Internal Communications for Health Care

September 17th, 2019: Interactive Workshop Sessions

September 18th & 19th, 2019: General Session Case-Studies

By committing to this speaking opportunity, you agree to be onsite and prepared for your designated speaking slot. In the event you are to cancel within three weeks of your presentation date, we do ask for your assistance in filling the session with a qualified co-worker or colleague. If the session is unable to be filled, we ask that a PowerPoint presentation of your session still be submitted for attendee's viewing purposes.

➤ **CONTACT INFORMATION:**

Your Name: _____ Office Phone #: _____ Cell Phone #: _____
*Cell phone only used in case of emergency or during the event

Job Title: _____ Organization: _____

Mailing Address: _____

Your Email: _____ Assistant's Name: _____

Assistant's Email: _____ Assistant's Phone #: _____

➤ **MARKETING**

As a boutique company with many events throughout the year, we rely heavily on our speakers to help spread the word about the event. You will be provided with a \$500 discount code for anyone who registers based off your marketing efforts. Please let us know how you will agree to help market your speaking engagement:

Post to LinkedIn Groups that I am a member of

Tweet using my handle @_____

Direct email to my colleagues

Add speaking engagement to my email signature

For questions: kris@aliconferences.com
(773) 695-9400 x226

Materials To Be Submitted For Review

➤ **ABSTRACT TO BE CONSIDERED – follow the format below**

Title: Your title should be catchy and highlight the key points you will be making

Example: *Connect, Engage, Inspire – Tips And Techniques To Drive Business, Increase Productivity, And Build Culture On A Shoe-String Budget And A Lean Team*

3 – 5 sentences describing your topic/session. This should provide readers with some background information on the challenge you encountered, the solution you found, and why it made a difference.

Example: *This highly informative session will assist you in gaining employee commitment and action by harnessing the energy of your employees themselves. Treasury Wine Estates has managed to do this with not only a lean team, but also a limited budget as well.*

Following this discussion, you'll gain an understanding on how to successfully:

3 – 5 bullet points listing key takeaways attendees will gain from your session.

Example:

- *Align your communication strategy and priorities with your company's strategic imperatives and culture*
- *Advocate for your employees: get deep into your business to have the pulse of the organization and the resolve to tell it like it is*
- *Generate engaging, on-brand messaging: leverage all of your employees to tell stories and generate rich content*

➤ **BIOGRAPHY, HEADSHOT & Company Logo**

This biography will be highlighted with your speaker session online. Please provide:

1. A paragraph form biography. Feel free to include information on your professional background, interesting factoids about yourself, and anything else you feel is important
2. A headshot – this can be a professional photo, a photo with your favorite pet, a fun selfie -- anything works!
3. Your company logo – png or jpeg format
4. Your twitter handle (personal or company) for attendees to mention during your session

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Suggested Topics

- **Deliver** a positive patient experience every single time by creating effective communications within your organization
- **Empower** employees from within and encourage them to share ideas
- **Develop** irresistible, visually appealing content your employees can't ignore
- **Utilize** new and trendy tools to reach audiences of all ages
- **Shift** your communication efforts to be patient-centric
- **Develop** a digital workplace using your hospital's intranet
- **Move** beyond one-way email communications and encourage collaboration
- **Deliver** employee announcements through digital signage
- **Manage** change and consolidation while continuing to inspire employee engagement
- **Gain** cutting edge internal communication product, service and technology tips
- **Prepare** and react effectively to a crisis situation and develop a system to reach non-desk workers
- **Develop** an effective communications strategy to implement during times of change
- **Create** an efficient and innovative internal communication platform with on-trend techniques
- **Maintain** a relationship between internal communications and core values for ease of employee outreach to upper management
- **Evolve** your intranet to be available and engaging at all times
- **Engage** employees in a 24/7 workforce and empower them to be brand ambassadors
- **Create** and deploy messages that mean the most to your audiences that are inspiring, relevant, that contain real-time company news, images and video
- **We're happy to hear a topic that you're interested in sharing!**