

**You have been invited to speak at the:**

**Strategic Marketing for Health Care  
July 30 – August 1, 2019 | Chicago, IL**

In Partnership With:



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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:

***Strategic Marketing for Health Care Conference***

**July 30<sup>th</sup>, 2019: Interactive Workshop Sessions**

**July 31<sup>st</sup> & August 1<sup>st</sup>, 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](mailto: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

- **Develop** attention-grabbing social media campaigns that ignite audience engagement
- **Challenge** employees to think outside the box and unfold social media strategies that achieve results
- **Upgrade** your traditional communications strategy by implementing social tools, tracking, and analytics
- **Build** relationships with health care partners, online communities, and social media influencers to increase your reach
- **Use** digital-storytelling to influence how people perceive your brand
- **Develop** videos, without a large team or resources, that are impactful, engaging, and informative
- **Implement** an effective social media strategy that informs as much as it engages with your audience
- **Utilize** live online streaming tools — Periscope, Facebook Live, YouTube Live, Instagram Live, — to enhance outreach and improve patient engagement
- **Provide** transparency and build trust by sharing patient stories, case studies and organization updates
- **Increase** two-way communication between your audience and your organization
- **We're happy to hear a topic that you're interested in sharing!**