

Wednesday, October 18, 2017

DAY ONE

7:00 - 8:00 AM	Registration / Continental Breakfast	
8:00 - 8:30 AM	Welcome	Josie Herndon , Emcee
8:30 - 10:00 AM	GENERAL SESSION:	Sean Walsh : THE INTERSECTION - Mission, Culture and Ethics (<i>Sunset Room</i>)
10:00 - 11:30 AM	BREAK OUT SESSIONS:	1. Candace Bruce : INTAKE - from Competence to Exemplary (<i>Brentwood Room</i>)
		2. Beck Gee-Cohen : Marketing for the LGBTQ+ Community (<i>Sunset Room</i>)
11:30 - 11:40 AM	BREAK	
11:40 - 1:00 PM	BREAK OUT SESSIONS:	1. Mark Oerther : RAPPORT - The Other R Word (<i>Brentwood Room</i>)
		2. Tom Buckley : Good, Bad, and Ugly of Behavioral Health Marketing (<i>Sunset Room</i>)
1:00 - 2:30 PM	Luncheon	GOLD SPONSORSHIP / Awards Luncheon
2:30 - 4:00 PM	BREAK OUT SESSIONS:	1. Derek Daley : CONNECTING YOUR STORY - finding an Authentic Passion that results in successful sales (<i>Brentwood Room</i>)
		2. Ann Premazon/Pat Kelly : FRONT DOOR, BACK DOOR MAGIC - The Secret Sauce to Conversions and Teamwork (<i>Sunset Room</i>)
4:00 - 5:30 PM	GENERAL SESSION:	Dr. Judith Landau & Nanette Zumwalt : Establishing the Continuum Care during admission process for better closing and outcome results (<i>Sunset Room</i>)

Thursday, October 19, 2017

DAY TWO

7:00 - 8:00 AM	Registration / Continental Breakfast	
8:00 - 8:30 AM	Welcome	1. Josie Herndon , Emcee
8:30 - 10:00 AM	GENERAL SESSION	2. Kelly Farrell : HEALTHY BRANDING - show them how you're special, different (<i>Sunset Room</i>)
10:00 - 11:30 PM	BREAK OUT SESSIONS:	1. Robbin Mooney : Marketing Etiquette 101 (<i>Brentwood Room</i>)
		2. Dr. Jessica Rodriguez : Raising the Bar for Ethical Admissions and Marketing Practices and Implementation (<i>Sunset Room</i>)
11:30 - 11:40 AM	BREAK	
11:40 - 1:00 PM	BREAK OUT SESSIONS:	1. Mike Schaub : Uncompromising Customer Service (<i>Brentwood Room</i>)
		2. Kristen Hayes : Communicating with Our Constituents in These Ethically Troubled Times (<i>Sunset Room</i>)
1:00 - 2:30 PM	Luncheon Keynote	Gina Tabrizy : COMPASSION FATIGUE - finding your Spiritual Path and self-care while still doing the work
2:30 - 4:00 PM	BREAK OUT SESSIONS:	1. Ruth Ann Rigby : EVENT PLANNING - how to plan and effectively coordinate a successful events for Admissions and Marketing that drive business (<i>Brentwood Room</i>)
		2. Bill Stierle : Impactful Marketing to Increase Client Enrollment (<i>Sunset Room</i>)
4:00 - 5:30 PM	GENERAL SESSION:	Dr. Larry Taylor : Creating Digital Trust and Engagement (<i>Sunset Room</i>)
05:30	Closing	Josie Herndon & Nanette Zumwalt , co-hosts