

MHA'S SOCIETY FOR HEALTH CARE MARKETING & PUBLIC RELATIONS

Nov. 6-7, 2008, MHA Conference Center, Madison

AGENDA

Thursday, November 6, 2008

- 10:00 - 10:30 a.m. Registration
- 10:30 - 12:00 p.m. Armin Moeller, Partner, Balch & Bingham, LLP
"Corporate Campaigns Against Health Care Facilities"
Session will cover real-life scenarios, including mock funerals, negative leaflets, and employee solicitations, and how to prepare for and meet today's union challenges in health care.
- 12:00 - 1:00 p.m. Luncheon & Sponsor Presentations
Catered by Parker House
- 1:00 - 3:00 p.m. Albert Maruggi, President, Provident Partners
"Health Care and Social Media: Protecting and Building Your Brand in a Facebook World"
Session will cover key changes that now make social media an attractive destination for health care delivery.
- 3:00 - 4:00 p.m. Board Meeting

Friday, November 7, 2008

- 8:30 - 9:00 a.m. Breakfast
- 9:00 - 10:30 a.m. Mandi Stanley, CSP
"Proof It! How to be a Better Proofreader"
- 10:30 - 11:30 a.m. Awards Brunch - Presentation of the Junior/Senior Professional of the Year Awards
Catered by Parker House
- 11:30 - 12:00 p.m. Business Session
- 12:00 - 12:30 p.m. Door Prize Drawings
- 12:30 p.m. Evaluation & Adjournment

The Junior League of Jackson will usher in the holidays November 5-7, 2008, at the Mississippi Trade Mart. Each year, as part of the annual meeting, each participant receives a complimentary general admission ticket to Mistletoe Marketplace.

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ANNUAL MEETING REGISTRATION FORM
Nov. 6-7, 2008, MHA Conference Center, Madison

(Please check one.)

- \$150 Per Person for society members \$205 Per Person for Non-members
(Society membership included in price)

Name_____

Facility_____

Title_____

Phone_____ Fax_____

Address_____

City_____ State_____ Zip_____

E-mail_____

(Please check one.)

- Check enclosed - Please make payable to MHA and send it with this form to Shawn Lea, MHA, P.O. Box 16444, Jackson, MS 39236-6444.
 Please bill - Drop this card in the mail or fax it to (601) 368-3200, ATTN: Shawn Lea
 Visa/Mastercard

Card #_____ Exp. Date_____

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Telephone (include area code)_____

Cardholder's signature_____

Need a hotel room? MHA has secured a room rate of \$119/night at the Hilton Garden Inn in Madison (right next to the Conference Center). Call (601) 420-0442 and ask for the MHA rate

Need more information? Contact Shawn Lea at (800) 289-8884, (601) 368-3237 or slea@mhanet.org.