Academy for Health Equity Advocacy and Leadership  
Seminar Five | The Art of Persuasion  
Hartford Hilton Hotel  
Hartford, Connecticut  
September 15-16, 2017

Friday, September 15th

7:45am  Breakfast Conversation Among Leaders

8:30am  Welcome & Remarks on Advocacy Communications  
Tiffany Donelson  
Vice President of Program, Connecticut Health Foundation  
Licy Do Canto  
President, The Do Canto Group, LLC

8:40am  Working Effectively with the Media  
Arielle Levin Becker  
Director of Communications, CT Health Foundation

9:00am  Now Hear This | The Key Elements of Successful Communications in Advocacy  
Carter Johnson  
Vice President, Communications, Global Strategy Group

10:30am  Discussion Break for Leaders

11:00am  Advocacy in the Digital Age | Elevating Health Equity Advocacy through Social Media  
Bob McKinnon  
President, GALEWiLL Design

12:30pm  Seated for Lunch

1:00pm  Luncheon | Reflections on a Career, Lessons for Today in the Fight for Equity  
Sanford Cloud Jr, Former CT Health Foundation Board Chair

2:00pm  Health Equity Policy Agenda Project | A Conversation with Academy Leaders and Sanford Cloud Jr.
3:00pm  Break

3:30pm  Adaptive Leadership: A Fireside Chat with Academy Leaders
        Bill McKendree
        President, The Clarion Group
        Wendy Helmkamp
        Principal, The Clarion Group

5:00pm  Day One Adjournment

6:30pm  Academy for Health Equity Advocacy and Leadership Dinner
        (Academy Leaders)

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Saturday, September 16th

9:15am  Breakfast Conversation Among Leaders

10:00am  Strategic Learning Exercise | Making the Case for Health Equity with Advocacy Communications (Small, Large Groups)
        Jay Rhoderick
        Partner, Thaler Pekar & Partners

12:15pm  Break

12:30pm  Seminar Evaluation Survey Completion Process
        Academy Leaders

12:50pm  Closing Discussion
        Tiffany Donelson
        Vice President of Program, Connecticut Health Foundation
        Licy Do Canto
        President, The Do Canto Group, LLC

1:00pm  Seminar Adjournment
        (Box Lunch to be Provided)