

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)

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