



**July 26-27, 2017 Agenda
Atlanta Airport Marriott Gateway**

July 26, 2017

Registration

All

1:00-1:15 PM

Welcome

Scott Adams
Publisher
Repertoire Magazine

1:15-2:15 PM

**Harnessing the Power of the Best
Marketing Channels For Your Brand**

Ryan Dohrn
Keynote

Ryan Dohrn is a 25-year sales and marketing guru having worked with and for Disney, Boeing, US Army, John Deere and over 200 other national brands. Ryan will break down the best marketing channels being used today and how to exploit those channels to maximize your ROI for your marketing dollar. This will be a tactical and practical session designed to help you max out your ROI while operating on a budget that makes fiscal sense. From lead gen to email database growth to social to video, Ryan will dig deep and offer you sound advice based on the best practices used and abused by national brands around the world.

2:15-2:30 PM

Break

2:30-3:30 PM
Medical Session

How best-in-class IDNs are using content to reach their patient/population base

Paul A. Szablowski
SVP, Brand Experience
Texas Health Resources

2:30-3:30 PM
Dental Session

Discover how the dental industry is quickly evolving with the rise of dental group practices. Hear from Ryan Torresan, of Great Expressions Dental Centers, and learn the importance of developing strategic partnerships, generating top-of-mind-awareness, and how to profitably increase your brand's visibility.

Ryan Torresan
VP of Marketing & Public Relations
Great Expressions Dental Centers

3:30-4:15 PM

**Round Table Discussion
Facilitated by Ryan Dohrn**

Ryan Dohrn

4:15 PM

Bus Pick Up for Field Trip in front of Atlanta Airport Marriot Gateway

5:00-7:00 PM

Field Trip to Sweetwater Brewery for live learning event/reception

CMO presentation from an iconic Atlanta brand

**Dinner on your own after the networking reception*

July 27, 2017

8:00-9:00 AM

Breakfast

All

9:00-10:00 AM

The Content Formula for Healthcare Manufacturers - How to find your audience and engage them through content marketing.

In this keynote session, veteran marketer, speaker and author, Michael Brenner, will show you the power of audience sharing, in a consistent content marketing approach,

Michael Brenner
Keynote Speaker,
Author and CEO of
Marketing Insider Group

that delivers the reach and engagement
Healthcare Manufacturers need in order to
break through in today's noisy world.

10:00-10:15 AM

Break

All

10:15-11:45 AM

Retrain the Brain

This session will help you and your team be more engaged in your work, more innovative in your approaches, and better able to consistently perform at your highest. In this fast-paced, interactive program, you'll learn how to re-train your brain for creativity instead of negativity, so that you'll instantly become a rock-star at coming up with new ideas.

**Susan Robertson,
MBA**

Facilitator, Trainer,
Keynote, Instructor
Harvard University

11:45 AM-12:30 PM

Lunch

12:30-1:30 PM

**During this session you will hear from
McKesson leadership on how they use
content marketing to reach their
customers and draw them to their brand.**

Mary Heather Parch
SVP, Marketing
McKesson

1:30-2:00 PM

Recap

Scott Adams
Publisher
Repertoire Magazine