

ISHMMPR

fall 2019

conference
Thursday, October 17 – Friday, October 18
Herrington Inn & Spa, Geneva

Member Registration

Please check all that apply:

- \$295 Early-Bird (*Registration deadline is September 17th.*)
- \$350 Full Conference
- \$195 One-Day Only
- \$125 Thursday Night Dinner

of attendees

Total Payment:

Attendee #1

Name (*Please Print*): _____

Title: _____ Organization: _____

Address: _____ City, State, ZIP: _____

Phone: _____ Email: _____

Attendee #2

Name (*Please Print*): _____

Attendee #3

Name (*Please Print*): _____

Attendee #4

Name (*Please Print*): _____

Conference & Hotel Accommodations

Herrington Inn & Spa

15 South River Lane, Geneva, IL 60134 • herringtoninn.com

Enjoy the European style hotel that boasts a warm and inviting atmosphere and friendly staff located at The Herrington Inn & Spa. Geneva offers plenty to do and see as they are right on the Fox River with the River Trails right outside their doors. The Herrington Inn & Spa is in walking distance to all of downtown Geneva shops and restaurants where you will find wine tastings, gourmet chocolate stores and lovely boutique shops. The 60 elegant guestrooms are individually appointed so each one is unique with warm European comfort complete with fireplaces, luxurious baths with whirlpool tubs and most have a patio or balcony.

Hotel Reservations

Call 630-208-7433 or go to ishmpr.org/2019-fall-conference by September 16, 2019. After this date reservations will be taken on a space available basis only.

The Herrington is offering guest rooms that are standard and those that are upgraded. Standard rooms are at \$199.00/night most have a courtyard view, some townview. Upgraded rooms are at \$239.00/night most have a river view. There are a limited number of guestrooms at the group rate held for Friday and Saturday if you would like to extend your stay.



ILLINOIS SOCIETY for HEALTHCARE
MARKETING and PUBLIC RELATIONS





Please indicate which of the sessions you will be attending:

Thursday, October 17

- 12:00 PM _____ Lunch and Business Meeting
- 1:00 PM _____ “Beyond the Buy: What Are You Doing Before, During and After “
_____ “Patient Experiences that Activate your Brand”
- 2:15 PM _____ “SEO and the Path to Content Marketing Success”
_____ “Creating Converged Media Content Marketing”
- 4:00 PM _____ “Employee Engagement Through Targeted Branded Strategy:
Expanding Perspectives - a case review of integrated marketing and the application of promotional items”
_____ “Creating an Engaging Content Strategy for Social Media”

Pinnacle Award Dinner:

- 7:00 PM _____ Filet & Chicken with Rosemary Demi and Red Pepper Sauce, Garlic Whipped Potatoes
& Grilled Asparagus
_____ Stuffed Pepper with Quinoa, Braised Arugula & Goat Cheese, Roasted Vegetables, Tomato Coulis &
Balsamic Reduction

Friday, October 18

- 7:30 AM _____ Breakfast and Exhibits Open

Attendees can choose to either attend the workshop or the following 8:30 and 9:30 breakout sessions.

- 8:30-10:30 AM _____ Workshop: “2020 Vision – Building your 2020 marketing plan”
** Limited space is available and will be on a first come first serve basis **
- 8:30 AM _____ “Your Content Strategy is Your Digital Strategy”
- 9:30 AM _____ “Modern Marketing in a Digital World: Data Driven Decisions & Customer-Centric Strategies”
- 11:00 AM _____ “Fighting the Opioid Crisis: How Your Hospital Can Lead the Conversation and Impact Change”
_____ “Utilizing Google to Drive Patient Volumes”
- 12:00 PM _____ Lunch and Keynote

Conference Cancellation Policy

Cancellations received in writing 30 days prior to the conference will be given a full refund. No refunds will be given for cancellations received less than 30 days prior and day-of-the-event-no-shows. *Substitutions accepted.*

Questions?

Email Molly Sorrell at msorrell@sdcmh.org or register online: register.ishmpr.org

Send payment and registration form to:

Suzi Ogle, McDaniels Marketing • 11 Olt Avenue, Pekin, IL 61554. *Please make checks payable to ISHMPR.*

