

OCTOBER  
15 & 16

# ISHMPR

## 2020 FALL CONFERENCE

DOUBLETREE  
BY HILTON HOTEL  
CHICAGO-ALSIP  
...

# CALL FOR SPEAKERS

## The Illinois Society for Healthcare Marketing and Public Relations (ISHMPR) is hosting its annual conference.

This year's conference is Oct. 15th - 16th at the Doubletree by Hilton Hotel, Chicago-Alsip. We are excited to extend the opportunity to share your expertise, case studies and industry best practices with our membership.

**Submit a separate proposal, including all of the following requested information, for each 45-minute presentation you submit.**

**All Proposals are due by May 29<sup>th</sup>, 2020**  
**Notification to speakers will be made by June 15<sup>th</sup>.**

Please forward proposals and/or any questions to:  
Molly Sorrell, ISHMPR Program Chair at msorrell@sdcmh.org.



Primary speakers may take part in the full conference without incurring registration fees and one secondary speaker may attend with a 50% discount registration fee. Transportation, meals and lodging are the responsibility of each presenter. By submitting a proposal, you are agreeing to waive your right to be reimbursed by ISHMPR for any speaker fees and for any speaker travel expenses that may be incurred and normally collected by your organization, in the process of presenting the proposed educational program. ISHMPR does not guarantee that this or any other submitted presentation proposals will be selected as part of any education agenda during 2020. ISHMPR recommends all vendors/consultants include at least one speaker from a healthcare organization (hospital/health system or similar entity). Contact information and confirmation of that speaker's participation may be requested for submitted proposals.

### Session Information

**1. Presentation Title:** The title should clearly reflect the topic or content area.

**2. Content:** Clearly and concisely describe in one paragraph the content of the presentation.

- If the proposal is accepted, this paragraph will be used in the Conference Brochure to describe your session to potential attendees.
- You can also attach an additional sheet with a more detailed description.
- Learning Objective: Please list three (3) learning objectives for your session.

*HINT: Write them to complete the following sentence, "At the end of this session, the participant will be able to..." Think in terms of verbs that are observable and measurable (understand, compare, learn, define, enhance, assess, etc.).*

**3. Describe** the target audience you classify your presentation for.

**4. Equipment:** Specify all AV equipment and other items essential for your session.

### Presenter Information

*(for all speakers included in presentation)*

1. First Name/Last Name
2. E-mail Address
3. Credentials
4. Title
5. Organization
6. Mailing Address, City/State/Zip
7. Phone/Fax
8. Expertise: Brief description (under 150 words) that includes educational background and professional experience and areas of expertise, if chosen this will become the speaker bio used in materials.
9. Speaker references and/or past speaking engagements

### Submitting Company Information

1. Company Name
2. Mailing Address
3. Contact Name
4. Title
5. E-mail Address
6. Phone/Fax

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AWARDS**  
ILLINOIS SOCIETY FOR HEALTHCARE MARKETING AND PUBLIC RELATIONS 2011



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