

OCTOBER
14 & 15

ISHMPR
2021 FALL CONFERENCE

DOUBLETREE
BY HILTON HOTEL
CHICAGO-ALSIP
...

NON-MEMBER REGISTRATION

Please check all that apply:

- \$575 Early-Bird (Registration deadline is September 23rd)
- \$650 Full Conference (After September 23rd)
- \$475 One-Day Only
- \$150 Thursday Night Dinner Only

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

Doubletree by Hilton Hotel Chicago-Alsip

5000 W. 127th St. Alsip, IL 60803 • Hilton.com

Off I-294, the DoubleTree by Hilton hotel is 20 minutes from Chicago Midway International Airport via free shuttle. The hotel is within 10 miles of Lake Katherine Nature Center and SeatGeek Stadium, home of the Chicago Fire soccer club. Downtown Chicago is 22 miles away. Perks include free parking, an indoor pool, and a warm DoubleTree cookie on arrival.

Hotel Reservations

Call (708) 371-7300 or go to ishmpr.org/2021-fall-conference by September 23, 2021. After this date, reservations will be taken on a space available basis only.

The DoubleTree by Hilton is offering a \$129 room rate for a King or Double Standard Room. If you would like to reserve a 1 Bedroom King Suite for \$279, you must call the hotel directly to book. Please use the group code IPR via telephone at (800) 222-8733 or on the hotel website and input the code into the "Group Code" area under the "Add Special Rate" section. All guests are responsible for making their reservations by the cut-off date of September 23, 2021. After this date, any unsold rooms will be released.



**ILLINOIS SOCIETY for HEALTHCARE
MARKETING and PUBLIC RELATIONS**



Please indicate which of the sessions you will be attending:

Thursday, October 14

- 12:00 PM** _____ Lunch
- 1:00 PM** _____ "The Kane County COVID-19 Story: Using Aggressive Communications Vaccinate 70% of the Residents"
 _____ "Developing Your Marketing Team – Considerations for Hiring or Working with an Agency to Deliver Results"
- 2:15 PM** _____ "Using Content Marketing to Connect and Engage"
 _____ "Creating Curious Magazine: The Art and Science of Medical Storytelling"
- 4:00 PM** _____ "So, You Have a Podcast Now What?"
 _____ "Insider Tips: 5 Fast Ways Your Peers Are Ramping Up Revenue"

Pinnacle Award Dinner:

- 7:00 PM** _____ Meal Choice #1: Grilled Beef Medallion with a Roasted Garlic Demi Glaze & Sautéed Chicken Breast with Rosemary Red Win Demi Glaze
 _____ Meal Choice #2: Basa Sea Bass with Pineapple Tequila Lime Chutney & Wild Mushroom Risotto with Asparagus and Scented with White Truffle Oil

Friday, October 15

- 7:30 AM** _____ Breakfast
- 8:30 AM** _____ "Digital Marketing: Do You Know Who Is Coming Through Your Other Front Door?"
 _____ "The New Rules of Consumer Engagement"
- 9:30 AM** _____ "How to Effectively Manage Your Online Reputation"
 _____ "Home Haircuts and Hoarding Toilet Paper: An Unexpected Approach to Delayed Cancer Screenings"
- 11:00 AM** _____ "Refresh, Repurpose, Repackage—Relax: A Content Toolkit to Give Your Content Legs for Miles"
 _____ "You Are Brave: How to Differentiate Your Hospital Through Community Outreach Programs (like Anti-Bullying)"
- 12:30 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-event-no-shows. Substitutions accepted. We are looking forward to an IN-PERSON event for this year's fall conference! We will plan to follow all CDC guidelines at the time of the event.

To Register:

If paying by credit card, return this completed form to Suzi Ogle via email at sogle@mcdmarketing.com. A PayPal invoice will be sent to you. If paying by check, mail this form along with a check to Suzi Ogle, McDaniels Marketing – 11 Olt Avenue, Pekin, IL 61554. Please make checks payable to ISHMPPR.

Questions?

Email Lauren Freehill at Lauren.L.Freehill@osfhealthcare.org.

