

AGENDA

Tuesday, June 20

7:00-9:00pm Welcome Networking Reception
Gabriel's Bar
AT&T Hotel and Conference Center

Wednesday, June 21

7:45am Super Shuttle leaves Hampton Inn to transport participants to BMC

8:00 – 8:30am Breakfast, BMC Fifth Floor

8:30 – 9:15am Welcome, Institute Overview, and Introductions, BMC 5.208, Briefing Room
Mike Mackert, PhD, Associate Professor and Director of the Center for Health Communication, University of Texas at Austin

9:15 – 10:00 Connecting in the Moment: An Improv Workshop for Health Communicators – Shana Merlin & Rob Milman, MD, BMC 5.208, Briefing Room

10:00 – 10:30 Networking Coffee Break, BMC Fifth Floor

10:30 – 12:00pm Building Your Capacity as a Health Communication Leader, BMC 5.208, Briefing Room
Brenda Berkelaar, PhD, Center for Health Communication Affiliate

12:00 – 1:00 Lunch, BMC Second Floor Lobby

1:15 – 2:30 Building Your Capacity as a Health Communication Leader, BMC 5.208, Briefing Room
Brenda Berkelaar, PhD, Center for Health Communication Affiliate

2:30 – 3:00 Networking Coffee Break, BMC Fifth Floor

3:00 – 5:00 Small Group Case Study #1, BMC 5.208, Briefing Room
Mike Mackert, PhD, Associate Professor and Director of the Center for Health Communication, University of Texas at Austin

5:15pm Super Shuttle for Hampton Inn guests leaves from BMC

Thursday, June 22

7:45am Super Shuttle leaves Hampton Inn to transport participants to BMC

8:00 – 8:30am Breakfast, BMC Fifth Floor

8:30 – 10:00am Macro Approach: Leveraging Your Leadership, BMC 5.208, Briefing Room
Charlee Garden, Professor, Red McCombs School of Business College of Business Administration, University of Texas at Austin

10:00 – 10:30 Networking Coffee Break, BMC Fifth Floor

10:30 – 12:00pm Macro Approach: Leveraging Your Leadership, BMC 5.208, Briefing Room
Charlee Garden, Professor, Red McCombs School of Business College of Business Administration, University of Texas at Austin

12:00 – 1:00 Lunch, BMC Second Floor Lobby

1:00-2:00 Shhh, Let's Talk About Listening, and How the Best Communicators Do It, BMC 5.208 Briefing

Room
Amy Goodrich, Director of Public Affairs, Pfizer

- 2:00 – 3:00 Seeing is Believing: Using Theory-based Design Principles to Improve Message Engagement
BMC 5.208, Briefing Room
Allison Lazard, PhD, Assistant Professor, University of North Carolina at Chapel Hill
- 3:00 – 3:30 Networking Coffee Break, BMC Fifth Floor
- 3:30 – 4:15 Leading as Convening: Helping People Engage, BMC 5.208 Briefing Room
Mike Mackert, PhD, Associate Professor and Director of the Center for Health Communication, University of Texas at Austin
- 4:15 – 5:00 20 years of reflection on Health Communication, BMC 5.208, Briefing Room
Jay Bernhardt, PhD, MPH, Dean, Moody College of Communication, University of Texas at Austin
- 5:15pm Super Shuttle for Hampton Inn guests leaves from BMC

Friday, June 23

- 7:45am Super Shuttle leaves Hampton Inn to transport participants to BMC
- 8:00 – 8:30am Breakfast, BMC Fifth Floor
- 8:30 – 10:30am Small Group Case Study #2, BMC 5.208, Briefing Room
Mike Mackert, PhD, Associate Professor and Director of the Center for Health Communication, University of Texas at Austin
- 10:30 – 11:00 Networking Coffee Break, BMC Fifth Floor
- 11:00 – 12:00pm Communications is the Most Important Frontier in Health, BMC 5.208, Briefing Room
Clay Johnston, MD, PhD, Dean, Dell Medical School
- 12:00 – 1:00 Lunch, BMC Second Floor Lobby
- 1:00 – 2:00 Summary, Conclusions, and Network Activation, BMC 5.208, Briefing Room
Mike Mackert, PhD, Associate Professor and Director of the Center for Health Communication, University of Texas at Austin
- 2:15pm Super Shuttle for Hampton Inn guests leaves from BMC to the airport