

# inspire. educate. elevate.

## **PROFESSIONAL DEVELOPMENT DAY**

**APRIL 1, 2009 • 1 TO 4 P.M. • MONONA TERRACE, MADISON**



### **Supercharge Your Branding: From Internal Strategies to External Opportunities**

WHPRMS presents two branding powerhouses, Anne Curley of Curley Communications and Lori Bruss of The Roberts Group, to speak about brand management challenges healthcare communication professionals face both internally and externally.

#### **Discovering your most compelling brand positioning**

This workshop dives deep to share proven strategies for developing a nuanced understanding of your audience's values, beliefs and attitudes so you can articulate a compelling brand proposition that you can deliver on consistently. Our presenters will walk you through real-life scenarios that demonstrate how to sharpen your brand identity through deeper market research and strategy-driven execution. Case studies will illustrate best practices in brand management for both external and internal audiences, with discussions interspersed to make time for peer-to-peer sharing.

#### **Anne Curley, President, Curley Communications**

For 14 years, Anne headed corporate communication at SC Johnson and, before that, Firstar Corporation (now US Bancorp). Since establishing her consulting practice in 2000, Anne has helped a wide range of companies and non-profit organizations to get crystal-clear on what their name should stand for in the eyes of their target market and how they can align their marketing and operations to build that brand identity. Anne has been a regular presenter at national conferences on the subjects of best practices in internal communication, change management, strategic planning and brand management. In other outside activities, Anne has led the board of Forward Wisconsin, the state's economic development marketing organization; has served as president of TEMPO, Wisconsin's leading businesswomen's organization; and has served as a director of other corporate and non-profit boards.

#### **Lori Bruss**

Lori A. Bruss, MEd, CHES, serves as an executive vice president for The Roberts Group, a healthcare marketing and communications agency. Lori has 15 years of marketing and health education experience in hospital, community, corporate, academic and health environments. Lori holds a master's degree in Health Education from Carroll College, Waukesha, WI. She is a certified health education specialist, has won numerous marketing communication awards, taught both undergraduate and graduate-level classes and has presented at many local, state and national conferences. Lori serves on the board of directors for the Wisconsin Healthcare Public Relations and Marketing Society.

#### **Who should attend?**

WHPRMS Members, Health Care Public Relations, Marketing and Communication Professionals

#### **What is WHA's Advocacy Day and What's in it for ME?**

WHPRMS members are invited to attend the WHA Advocacy Day April 1 at Monona Terrace in Madison. This is the Wisconsin Hospital Association's premiere advocacy event that annually draws more than 600 hospital employees and volunteers. Join Advocacy Day at 9 a.m. through lunch, then attend WHPRMS' Professional Development Day starting at 1 p.m., also at Monona Terrace. WHA Advocacy Day is free of charge. Visit [www.wha.org](http://www.wha.org) for more information.

#### **Details and Registration**

**Professional Development Day will begin at 1 p.m. on April 1** at the Monona Terrace Convention Center. Participants are invited and encouraged to attend Wisconsin Hospital Association (WHA) Advocacy Day in the morning. There is no charge for WHA's Advocacy Day or complementary lunch, but pre-registration is required. For more information about WHA's Advocacy Day, visit [www.wha.org](http://www.wha.org).

**Rooms are available at the Hilton-Monona Terrace** by calling 608-255-5100.

**Directions to Monona Terrace** From I-90, take Hwy. 12/18 west to John Nolen Drive exit. Follow John Nolen Drive two miles to the Monona Terrace parking structure entrance, which will be on your right. Parking is limited and there is a cost to park in the structure.

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## REGISTRATION FORM • SEATING IS LIMITED SO REGISTER EARLY!

\$95 WHPRMS Members

\$125 WHPRMS Non-Members

To attend Professional Development Day, please complete this registration form, make your check payable to WHPRMS and send to:

Jim Tome, WHPRMS Education Chair  
c/o: DC Interactive Group  
220 DuPage Group  
Elgin, IL 60120

For more information, call Jim at 847.717.5400, extension 42, or email [jtome@dcinteractivegroup.com](mailto:jtome@dcinteractivegroup.com).

Please complete the entire form and include it with your registration fee.

Are you a WHPRMS Member?  Yes  No

Would you like us to register you for WHA's Advocacy Day?  Yes  No

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address \_\_\_\_\_

**Please make your check payable to WHPRMS. Payment must be mailed with your registration form and received by Friday, March 27, 2009 to reserve your spot.**