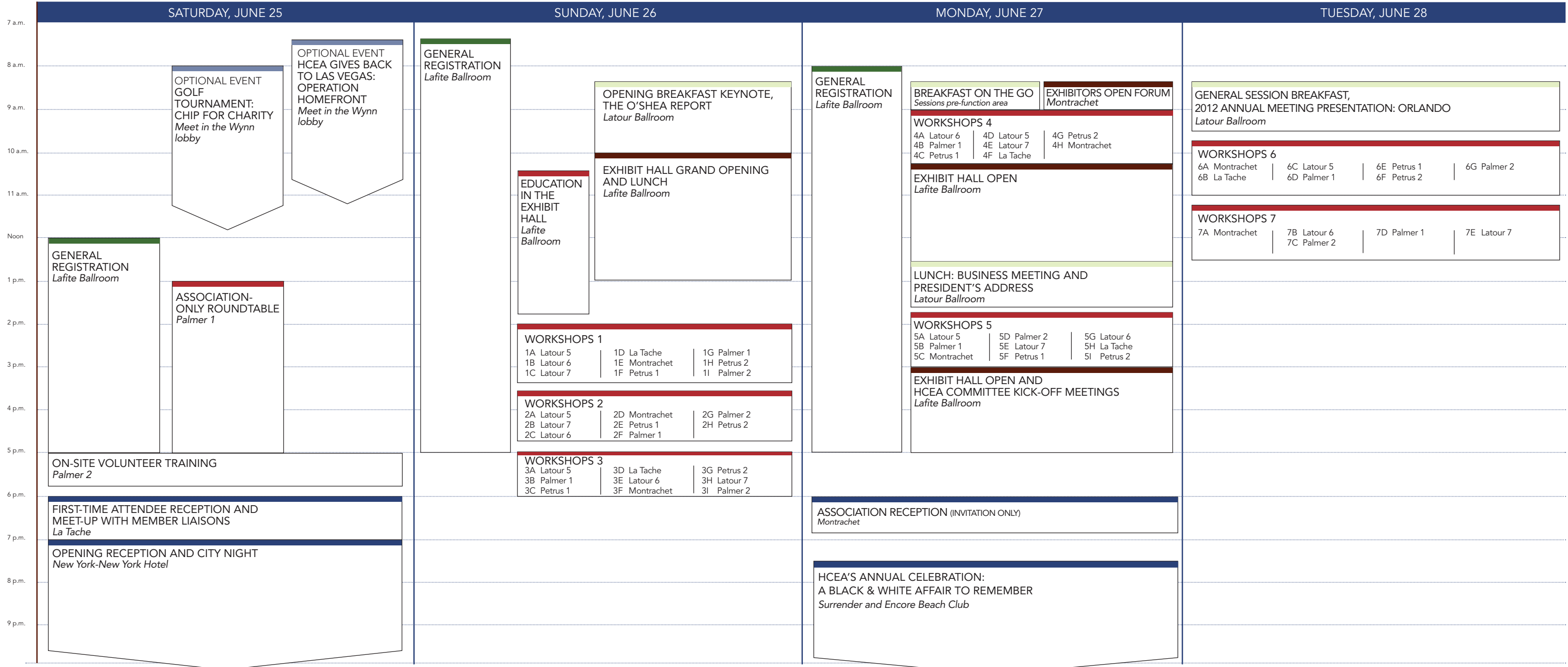


# Program At A Glance



- ATTENDEE REGISTRATION
- OPTIONAL ACTIVITIES
- MEALS/GENERAL SESSIONS
- EDUCATIONAL WORKSHOPS
- EXHIBITS
- SOCIAL EVENTS

For complete program information, see Program Details beginning on page 20.

## Program At A Glance

### Workshops 1

- 1A Using Technology to Simplify the Challenge of Meeting Exhibitor Deadlines
- 1B Developing a Strategic Annual Marketing Plan for Healthcare Conventions
- 1C The ACID Test for Convention Investment Optimization
- 1D Bridging the Gap Between Sales and Marketing
- 1E How to Utilize Social Networks to Optimize Exposure and Develop a Personal Brand
- 1F Navigating the State Marketing Law Disclosure and Federal Sunshine Requirements
- 1G How to Identify Trends and Apply Them to Your Healthcare Exhibition and Event Future Success
- 1H The Convention Portal — A One-Stop Answer for Managing Convention Housing, Registration and Much More
- 1I Partnering With Healthcare Exhibitors Through Transparency — A Real-World Approach Case Study

### Workshops 2

- 2A Pfizer Oncology's Place in Cyberspace: A Virtual Success Story
- 2B Globetrotting Your Brand
- 2C Driving Traffic on the Healthcare Show Floor: A Full-Flow Perspective
- 2D Make Your HCEA Membership Work for You
- 2E 20/20 Vision: Creating Impact With a Smaller Booth
- 2F How to Talk About the Value of Conventions
- 2G The NPI Number Reporting Debate — Opportunities, Challenges and Misconceptions
- 2H How Can I Be Strategic if I am Drowning in Logistics?

### Workshops 3

- 3A Three Exhibit Days — A Year of Results
- 3B Seeking Access to the No-See Doc
- 3C The Event. Today. Tomorrow. Revolution or Evolution? Perspectives From Healthcare
- 3D Doing More With Less — Budgeting in Today's Economy
- 3E Making Presentations That Will Impress Even Your Mother-In-Law
- 3F Leveraging Event Technology
- 3G The Association Viewpoint: Codes and Legal Standards That Impact Healthcare Conventions
- 3H Insight From AdvaMed on Compliance Issues for Medical Device Exhibitors
- 3I Risk Evaluation and Mitigation Strategies (REMS): Implications for Strategy and Marketing

## Program At A Glance (Workshop listings continued from inside flap)

### Workshops 4

- 4A What Healthcare Professionals Are Telling Us About Future Healthcare Exhibiting
- 4B Opportunities and Pitfalls in Exhibiting Globally — Part I
- 4C Update on HCEA's Guidelines for U.S. Healthcare Conventions
- 4D A Look at Criticism of Physician-Industry Relationships
- 4E The Seduction of Technology: Can You Afford to Resist?
- 4F Current Trends in Interactive and Visual Display Technologies
- 4G 2011 Compliance Update: Facts You Should Know to Make Your Exhibit Program Compliant
- 4H Global Portfolio Management and Measurement in the Healthcare Industry: How to Improve Performance Driving Costs Down

### Workshops 5

- 5A Revitalize Your Healthcare Exhibition to Support Your Mission — Strategic Lessons From the Mall of America and Others
- 5B Opportunities and Pitfalls in Exhibiting Globally — Part II
- 5C HCEA 2011 State-of-the-Industry Report
- 5D Mixing Metrics — It's Your Choice: Quantitative and Qualitative Metrics Working Together to Prove Exhibiting's Value
- 5E Lifecycle Management — Aligning Your Exhibiting Plan to Product Strategies
- 5F Six Hard-Wired, Attention-Gathering Design Techniques for Your Next Event
- 5G The Exchange: An Open Discussion Forum for Industry and Associations
- 5H Strategic Industry Audit: How Medical Device Companies Stack Up Against Each Other
- 5I 2011 Compliance Update: Facts You Should Know to Make Your Exhibit Program Compliant

### Workshops 6

- 6A Measuring the Real Value of Meetings
- 6B Marrying Technology With Engagement Strategies for Better Results
- 6C In-booth Promotions That Work and Why Others Fail
- 6D The Value of Nurse Practitioners/Physician Assistants as an Emergent Market Segment
- 6E Take This Job ... And Love It
- 6F Using Technology and Multimedia for Successful Convention Marketing and Metrics
- 6G Navigating U.S. and International Laws to Maximize the Impact of Your Exhibits

### Workshops 7

- 7A What Are We Paying For, Exactly?
- 7B Best Practice Sharing for Exhibit Managers
- 7C Keeping Your Healthcare Exhibit Relevant in the New World
- 7D Exhibit Industry Council Best Practice on Metrics
- 7E Executive-Only Roundtable

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