



HCEA Committee – HCEAInnovate

Timeframe/Term of Office: August 2018 – August 2019

Chair: Anne Trompeter

Co-Chair: Liz Narcon

Committee Make-up: HCEA members representing all three member types

Meeting Occurrence/Frequency: Every month initially; every other month as needed,

Qualifications:

- HCEA member
- Attends HCEA education events

Tasks/Duties:

- Committee members will work with staff liaison to create a creative, relevant and interesting schedule of new educational programming for the HCEAInnovate held in conjunction with EXHIBITORLive!, February 2019.
- Committee members will work to identify and recommend presenters and thought leaders for Innovate sessions, creating unique programming, and assist in outreach to potential speakers and presenters.
- Committee members will assist in marketing and promoting the new event to HCEA members, as well as others in the healthcare marketing arena.