

Minnesota Hospital Association

2023 Communications Conference

Monday, June 26, 2023

8 a.m. - 4 p.m.

at Amherst H. Wilder Foundation

451 Lexington Pkwy N
St. Paul, MN



Registration Information

Join hospital and health system communications, marketing, and government relations teams from across Minnesota for a day of education, inspiration, and reconnection.

Audience

Hospital and health system communicators, government relations, and marketing.

Fee and conference registration

This conference is intended for MHA MEMBERS ONLY

\$50/ person

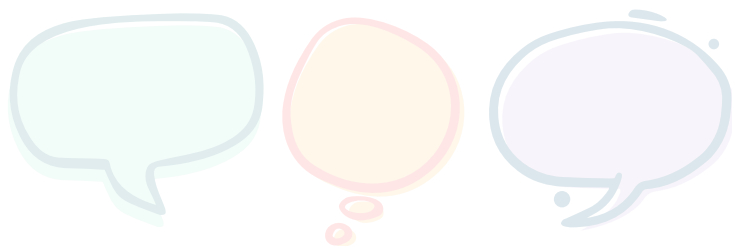
Additional discounts

Bring four people and the fifth person's registration fee is **FREE**.

If this discount applies to you, contact [Thao Muchison](#), MHA events and education coordinator, to get registered.

Location

Wilder Foundation
451 Lexington Pkwy N, St. Paul, MN 55104



Schedule

Monday, June 26, 2023	
8:30 - 9 a.m.	Breakfast and registration
9 - 9:15 a.m.	Welcome
9:15 - 10:30 a.m.	Keynote – Telling hospital and health system stories that build reputation and value. Presented by: Weber Shandwick
10:30 - 10:45 a.m.	Break
10:45 a.m. - 12 p.m.	Group work session – Building blocks for enhancing reputation and value for your hospital or health system.
12 - 12:45 p.m.	Lunch
12:45 - 1:45 p.m.	Media roundtable
1:45 - 2:30 p.m.	MDH communications update
2:30 - 2:45 p.m.	Break
2:45 - 3:30 p.m.	Communicator panel – Communication leaders share their perspectives on timely topics including crisis communications, social media, and communicating with an eye on health equity.
3:30 p.m.	Adjourn

Thanks to our sponsor

