



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

News Release

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Healthcare marketing society's Annual Conference to be held October 6-8

Green Bay – Woody Allen once said, “Eighty percent of success is showing up.” The Wisconsin Healthcare Public Relations and Marketing Society’s board of directors has announced its Annual Conference, held at the Tundra Lodge in Green Bay October 6-8, 2010 – and cordially invites members and non-members alike to show up!

“Our planning committee has pieced together an agenda filled with specialized sessions to meet the variety of healthcare marketing and PR challenges we’re facing these days,” said WHPRMS President Tracey MacGregor. “We’re certain attendees will bring more success home to their organizations and their own careers as a result.” Attendees will:

- Hear some tough truths about public perception -- but also get some practical tactics for addressing them.
- Enjoy inspiring case studies on how organizations are harnessing the power of social media.
- Learn how laser-targeted marketing tactics can boost razor-thin operating margins in your specialty service lines.
- Find out how to measure your success better ... how to improve patient experience ... understand a bit more health care reform’s affect on marketing ... learn about physicians’ relationship with marketing ... and more.

On Thursday evening, participants gather for a cocktail reception before WHPRMS’ Annual Communications Review Awards banquet and program, recognizing members’ outstanding achievements over the last year. “The Awards Show and the conference’s informal networking, of course, beat anything online sessions can offer,” MacGregor said. The event also includes an optional golf outing Wednesday, Oct. 6, followed by a networking/opening Casino Night reception, and an exhibitor fair where participants can meet service and product representatives offering unique tools and services for added success in the marketplace. For details or to register, visit

http://www.whprms.org/educational_opportunities/conference.html

WHPRMS’ mission is to provide members with educational and professional opportunities that elevate their expertise and prepare them for the challenges of healthcare marketing, business development, public relations and communications.

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