

Wednesday, November 2, 2022

10 – 11 a.m.

MAHPRM Board Meeting
Location: Nautical Wheeler

11:30 a.m. – 1 p.m.

Show-Me Awards Luncheon (Ticketed Event)
Location: Parasol I

1:15 – 2:15 p.m.

Storytelling Panel – How to use Storytelling to Elevate Your Communications Strategy
Location: Nautical Wheeler

Speakers:

Brandei Clifton

Communications Manager
Cox Medical Center Branson

Amanda Oleiro

Creative Strategist and Copywriter
MU Health Care

Overview:

Presentation 1:

In her presentation, “**They Don’t Have a Kathy**,” Clifton will help you unpack your PR toolbox and throw in a few new and shiny things! Let’s have some fun together “peeling the orange!” See how a housekeeper, a biscuit, an orange and a can of Play-Doh molded the award-winning public relations strategy of a 5-star hospital in Branson.

Presentation 2:

Despite the fact MU Health Care provides full-spectrum care, consumer perception remained focused on high-acuity and trauma services. To fill the gap and improve favorability and preference for a wider range of services, MU Health Care took a new approach to content, offering a health and wellness blog and digital newsletter featuring MU Health Care experts and guest writers in a new light. Oleiro’s presentation, “**Building Favorability With Blog-Based Storytelling**,” will cover the strategy, implementation, insights and results from this new approach, as well as ways other systems can supplement their content strategies.

2:30 – 3:30 p.m.

Showing Value: The Hows, Whys and Limitations of Measuring Marketing Efforts

Location: Nautical Wheeler

Speaker:

Sarah Nenninger

Director of Engagement
Mostly Serious

Overview:

Whether budgets are measured in the thousands or millions, organizations sometimes mistake marketing as a cost instead of an investment. It is the job of marketing leaders to demonstrate the value marketing is bringing to their organizations. In this session, we will discuss how to set key performance indicators that are valuable to an organization, how to measure those KPIs and setting expectations around the limitations of measuring marketing efforts. Marketers should leave this presentation feeling confident about how to demonstrate the return on marketing investments and set appropriate expectations with their organizational leadership.

Thursday, November 3

8:30 – 9:30 a.m.

Down and Dirty Video Production – How to Shoot, Produce and Publish Videos with Readily Available and Cost-Effective Technology
Location: Nautical Wheeler

Speaker:

Sonya Kullmann

Media Relations and Communications Manager
Mercy Springfield

Overview:

In this presentation, we will go through the basics of shooting video using a smart phone and simple software, for use by both news crews and on your own platforms, like social media.

9:45 – 10:45

Content Management Systems Panel Presentation –

How Various Hospitals and Systems Effectively Manage PR and Marketing Content Across Multiple Platforms and To Various Audiences

Location: Nautical Wheeler

Speakers:

Elena Tanner

Marketing Manager
Saint Francis Healthcare System

Tanner joined Saint Francis Healthcare System nearly five years ago and has served in a number of marketing and communications roles during her tenure. She will serve as the panel expert on utilizing a project management system to increase team accountability and performance, as well as the merits of integrating an email platform into marketing efforts to gauge and track colleague engagement.

Jonathan King

Senior Social Media Specialist
Mercy

King has more than a decade of digital content creation and campaign management experience and will offer a broad view of Mercy’s social media management tool(s), as well as how their team is structured to triage engagement and collaborate on everchanging content.

Paige Marsolais-Heitman,

Director of Marketing and Public Relations,
Phelps Health

Marsolais-Heitman has a master’s degree in strategic communication and leadership and emerging digital media. She uses this experience and education to help not-for-profit organizations like Phelps Health set and achieve ambitious marketing goals. She will serve as the expert on digital transformation and how to meet patients at the digital front door.

Speaker Bios

Brandei Clifton

*Communications Manager
Cox Medical Center Branson*

Brandei Clifton, a self-proclaimed hater of “hospitals,” doesn’t worry much about what a PR professional “should” be. She blazed into Branson with one goal in mind: Tell the story of Cox Medical Center Branson – in a different way – to anyone who will listen. Her unconventional style and whimsical ways shaped the 5-star hospital’s entire public relations strategy. With a background in broadcast journalism, she made the move from TV to PR but didn’t leave her love of storytelling behind. Her “peel the orange” approach engages and connects her community, and she has been recognized on multiple platforms, including MAHPRM. When she’s not on the hunt for stories to celebrate her hospital family, she and her husband Trevor are playing chauffeur to their three baseball boys who range in age from 5 to 15!

Amanda Oleiro

*Creative Strategist and Copywriter
MU Health Care*

Amanda Oleiro is a creative professional with 11+ years of experience combining strategy, content and design to drive results and make connections. As MU Health Care’s creative strategist and copywriter, she leads creative strategy for all promotional efforts across the health system’s six hospitals and more than 50 clinics. She also is editor-in-chief of their digital health and wellness newsletter and blog, *Live Healthy*. Graduating summa cum laude with a degree in journalism – strategic communication from the University of Missouri, Oleiro’s love-hate relationship with AP style has turned her into quite the guru for tasteful puns, revamped jargon and humanized language.

Sarah Nenninger

*Director of Engagement
Mostly Serious*

Sarah Nenninger is the Director of Engagement at Mostly Serious, a full-service digital agency located in Springfield, Mo. At Mostly Serious, Nenninger works with clients to create measurable, impactful marketing strategies across health care and other industries. Before joining Mostly Serious, Nenninger honed her skills in regional and national marketing agencies and as an in-house marketing leader in higher education and emergency management technology organizations. She is a proud two-time graduate of Missouri State University with an undergraduate degree in marketing and an MBA.

Sonya Kullmann

*Media Relations and Communications Manager
Mercy Springfield*

Sonya Kullman grew up in the Ozarks near Truman Lake in Lincoln, Mo., and she earned her Bachelor of Journalism with an emphasis in broadcast journalism from the University of Missouri - Columbia. She’s been a television news reporter and anchor in Columbia and Springfield, Mo., as well as Wichita, Kan. During her television days, Kullmann shot and edited video, produced newscasts, and worked on-air.

Kullmann’s been doing media relations and communications for Mercy in the Springfield Communities area now for more than a decade, and those days of shooting and editing video in a newsroom definitely came in handy during the pandemic, when Springfield was the nation’s epicenter of the Delta variant. Nearly every major media outlet used Mercy’s video to tell the story of what the health care system was experiencing.

Elena Tanner

*Marketing Manager
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