



STRATEGY SUMMIT

June 1-2 | Chicago



Day 1

Tuesday, May 31, 2022

4pm – 6pm Exhibit Hall Tours (limited space)

Wednesday, June 1, 2022

12pm – 4:30pm One-on-One meetings*:

- Freeman (Exhibits)
- onPeak (Housing)
- Savor (catering)
- McCormick Place
- Choose Chicago, Special Event Venues (walking tours @ 1:30pm & 3pm)
- HIMSS Sales (Sponsorships/Exhibits)
- Call for Proposal Consults

15 min time slots per group

5:00pm **Shuttle pick-up at Hyatt McCormick and Marriott Marquis**

6:00pm – 9:00pm **Reception/Dinner – Fun Networking w/VIP Experience**

9:30pm **Shuttle back to hotel**

Day 2

Thursday, June 2, 2022

8:00 – 9:00am **Breakfast**

9:00am **Welcome**
*Mitch Icenhower Chief Relationship Officer, Becky Washler, General Manager,
Kevin Cleary Director Corporate Relations HIMSS North America*



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- 9:15am **The Future of HIMSS Membership/Events/Strategic Audiences**
Reid Oaks, Chief Products Officer
- 9:30am **HIMSS22 Review & HIMSS23 Preview**
Karen Malone, Head of Event Strategies, Elli Riley, Sr Event Client Relations Director
- 10:15am **BREAK – Test Your Knowledge Trivia**
- 10:30am **Healthcare Provider Leader Panel** (Chicagoland healthcare provider leaders)
Moderated by: Becky Washler, General Manager - Exhibits & Membership Sales
Exhibiting Strategy – what works/what doesn't
- Focus Group best practices – provider perspective
 - Provider experience – exhibition, global conference, focus groups
- 11:30am **Lunch – Attendee Roundtable Discussions**
- 12:30pm **HIMSS23 Marketing Insights & Strategy**
Lauren Hernandez, Sr Marketing Director
- 1:30pm **BREAK**
- 1:45pm **Lunch Roundtable Feedback Summary, Closing Remarks & Attendee Raffle**
*Becky Washler, General Manager, Kevin Cleary Director Corporate Relations
HIMSS North America, Chandra Guha, Sr Executive Corporate Relations, Daniel Tramps, Specialist Corporate Relations*
- 2:15pm **End**
- 2:30pm **Shuttle to Chicago Midway/O’Hare International Airport**