

OHA ANNUAL MEETING 2023

PUBLIC RELATIONS TRACK SCHEDULE

Day	Time	Presentation Name	Description	Presenters
Monday	1-2 p.m.	Preparing for the 2024 Solar Eclipse: Ohio Emergency Management Agency Tabletop Exercise	OHA and the Ohio Emergency Management Agency will host a presentation and tabletop activity for OHA member public relations and others regarding the 2024 total solar eclipse event that will occur across the majority of Ohio. Following a presentation from the Ohio, EMA attendees will gather in groups to discuss communication topics regarding preparedness and community engagement needs. Groups will share ideas with the larger group.	Colin Campbell, emergency preparedness planner, Ohio Emergency Management Agency
Monday	2-3 p.m.	Building an Unbeatable Employee Brand	Creating a desirable employee brand can be a differentiator for attracting and retaining your best talent. During this session, we will talk about assembling an internal vision and values guide and mapping a meaningful employee journey. Participants will walk away with new ideas about linking your purpose and culture.	Karen Bailey, founder & chief executive officer, Alignd on Purpose
Monday	3:15-4:15 p.m.	Working with Health Care Journalists in a Post-Pandemic World	Public health officials agree that the end of the pandemic is in sight. As health care communicators prepare to transition into a post-pandemic world, what does working with healthcare journalists look like? MediaSource will present the results of their Healthcare Media & Communicator's Survey 2023. This is the only industry survey that compares the needs of health care journalists to the goals of health care communicators. Is there a gap? And if so, how do communicators meet their goals in the new media landscape?	Kevin Volz, director, Strategy & Analytics, MEDIASOURCE Molly Devaney, manager, Public Relations, MEDIASOURCE