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The Evolution of
Public Health
Communication
in a Changing World

National Conference on
Health Communication,
Marketing & Media

JULY 19-21, 2023 | NCHCMM.ORG

It's almost time for NCHCMM23

We can't wait to welcome you to Atlanta next week for the **2023 National Conference on Health Communication, Marketing & Media!** You can look forward to an agenda full of the latest in communication, marketing and media best practices presented by industry thought leaders.

Arrive prepared to have a great time – read this message for important information you should know before you go to the conference.

Click to download this information as a pdf

Questions?

Visit the conference website at nchcmm.org for more information. Answers to frequently asked questions may be found on the FAQ page.

Need more help? Go to the registration desk in the Grand Hall foyer onsite or email registration@nchcmm.org.

VIEW CONFERENCE AGENDA

DOWNLOAD THE APP

For the best onsite experience, download the mobile app to network, create a personalized agenda and more (see below for instructions).

Location/Hotel

Hyatt Regency Atlanta
265 Peachtree St NE | Atlanta, GA 30303
Phone: **+1 404 577 1234**
Check in: 4:00 pm | Check out: 11:00 am
Map and parking info

Visit the Hyatt website for hotel, travel and other details.

Conference Dates and Times:

Tuesday, July 18 – 12:00 pm – 5:30 pm
(Exhibitor move in and Pre-Conference workshops)

Wednesday, July 19 – 7:00 am – 6:30 pm

Thursday, July 20 – 7:00 am – 5:30 pm

Friday, July 21 – 7:00 am – 1:00 pm

Registration Desk Hours

Tuesday, July 18 – 12:00 pm – 5:30 pm

Wednesday, July 19 – 7:00 am – 5:00 pm

Thursday, July 20 – 7:00am – 5:00 pm

Friday, July 21 – 7:00am – 1:00 pm

The registration desk is located in the **Grand Hall Foyer** on the **Exhibit Level** (two floors below the lobby). **Proof of registration and a photo ID** will be required to receive your conference badge. Participants should be registered for the conference prior to arrival.

Badges & Attire

Your official conference badge must be worn at all times to gain and maintain access to the conference venues. Conference dress is business casual. Meeting room temperatures are cool and the climate varies. Layered clothing is suggested for comfort.

Pre-Conference Workshops

Pre-conference workshops will be held Tuesday, July 18 from 2 - 5 pm. Pre-registration is required and is separate from the conference registration fee. Please pick up your conference badge at the registration desk for admission. Your registration must be paid in full to attend the workshop. Classroom check-in will begin at 1:30 pm.

WORKSHOP LOCATIONS

- **Hanover C/D/E:** Getting Your Research Seen: Strategies and Tools for Successful Academic Publishing
- **Grand A/B:** Beyond Plain Language: CreatingMaterials for People with Intellectual and Developmental Disabilities and Literacy Limitations
- **Grand C/D:** Social Media for BehaviorChange

Getting Around

Airport

Hartsfield-Jackson Atlanta International Airport – ATL
website | Phone: 1-800-897-1910
Hyatt Regency is approximately 12 miles from the airport

Ground Transportation

MARTA

The Metropolitan Transit Authority (MARTA) operatesAtlanta's local public transportation system and is a great way to get aroundtown, especially to and from the airport. Visit the MARTA <u>website</u> for more information.

From Hartsfield Jackson Airport: Just 15 minutes from downtown, MARTA's **Airport Station** is located inside the west end of the airport's main terminal, near the baggage claim area. Fare is $2.50 each way. Take a northbound train to **Peachtree Center Station,** you will be 0.4 miles from the Hyatt Regency.

Taxi Service

From Hartsfield Jackson Airport: Taxis are located in the Red Bus aisle. There is a flat fee of $32 ($2 for each additional person) to/from the airport to the downtown business district. The ride is approximately 30 minutes depending on traffic.

Around town: Fares originating and concluding at businesses within the zone of Downtown, Buckhead, and Midtown are an estimated $8 (one way, +$2 for each additional person).

Download the Conference App

For a complete conference experience, download the Conference mobile app to network, create a custom agenda, view the conference schedule and more.

1. Download and install the **Aventri Events** app from the *App Store* for iOS or *Google Play* for Android.
2. Open the app and enter the NCHCMM event code: **628940**
3. Login to the event using the email address and confirma on number from your registration.*
4. Set up your profile and start exploring! See below for an explanation of app features and networking instructions.

   *If you did not receive your confirmation number via email, log in to the registration site and select "Modify Registration," visit the registration desk or email <u>registration@nchcmm.org</u>

APP FEATURES

My Profile - set your status, update your information, add a photo and customize your preferences and privacy settings.

*Settings note: You must enable **Discoverable** to message and network with other attendees and **Allow Push** to receive event notifications. A red dot will appear on the **Bell** icon when a new notification is received.*

Logistics – click here for useful information including WiFi info, hotel details, weather and local attractions.

Agenda – Access full conference information and create a personalized schedule.

Speakers – learn more about featured plenary, spotlight and showcase session speakers here.

Sponsors, Exhibitors and Attendees – see who you know or look for new contacts.

Event Feed – your conference social channel! Share and connect with other attendees in words and photos.
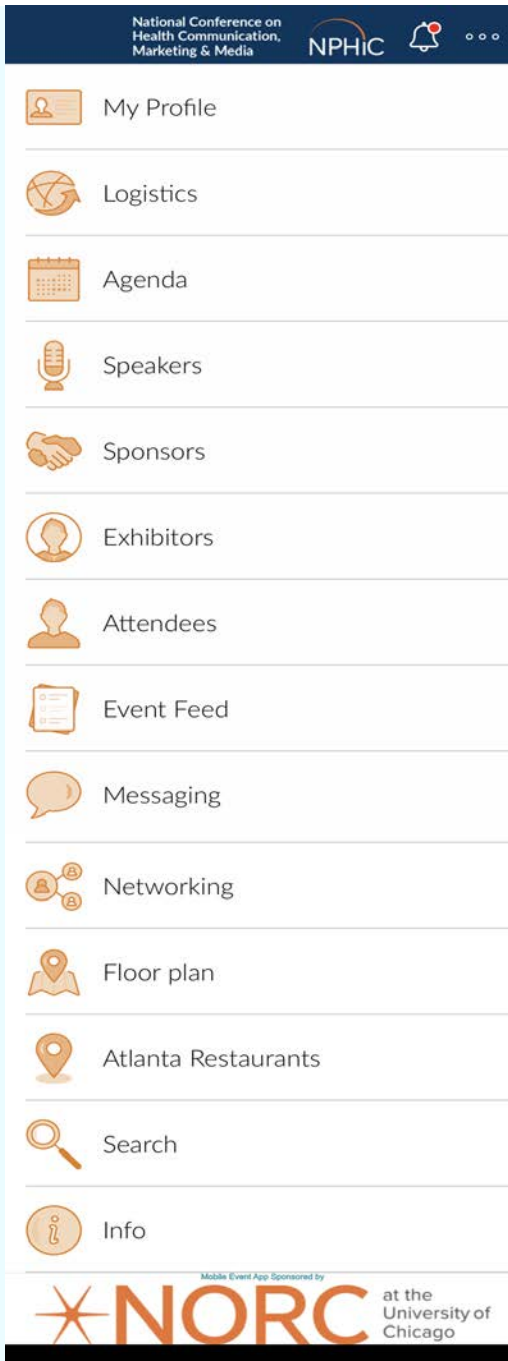
Messaging – chat directly with other discoverable attendees in the app.

Networking – use this feature to discover, contact and set meetings with other attendees. *See below for details.*

Floor Plan – easily locate your next session, just tap the map!

Atlanta Restaurants - here's a list to make it easy to find a bite between sessions.

Search – don't see what you're looking for? Try the search panel.

National Conference on Health Communication, Marketing & Media — NPHIC

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Mobile Event App Sponsored by

NORC at the University of Chicago

Pro Tip: refresh the app at least once a day to catch any last-minute updates. Click the three dots at the top of your screen and select "Access code screen." Click the event badge to return to the app and you'll be all set!
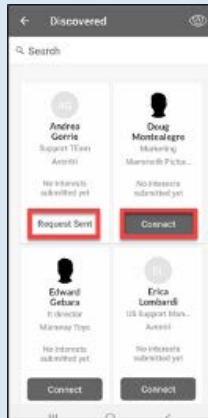
Networking in the App

On the app home screen, tap the Networking icon.

Don't forget to enable "Discoverable" in your settings so you can network with other attendees.

Click the **Antenna** button to find nearby contacts. Connections will be shown in the **Discovered** window.

Tap the **Connect** button to send a connection request. Once the connection has been requested, the connect button is replaced with a **Request Sent** message.

Filter connections by name or company: click the **Eye** icon at top right.

Contact requests will display each time you open the networking screen. Tap the notification button to see information about the requester and choose a response:

1. Decline
2. Skip – respond later
3. Accept

Accept the request to be able to email or chat with your new contact.