



Agenda | Monday, September 16

* Sessions in Exhibit Hall C unless otherwise noted.

- 12:00pm** **Registration Opens | Exhibit Foyer**
- 12:00pm** **Lunch | Exhibit Hall B**
Network with fellow chapter leaders through “table talks” focusing on relevant chapter topics.
- 1:00pm** **Welcome & Chapter Recognition**
- 1:10pm** **Fireside Chat with HIMSS President & CEO, Hal Wolf**
An intimate VIP conversation with Hal Wolf addressing HIMSS strategic questions interviewed by the Chapters Task Force Chair, Howard Rosen.
- 1:55pm** **The Breadth and Depth of HIMSS**
Reid Oakes, Chief Products Officer, dives into an overview of HIMSS products, the value, and impact on members/chapters.
Jim Burnett, VP Engagement Strategies, highlights voice of the customer data that led to our new membership model. Jim will provide an overview of HIMSS membership, practical member engagement opportunities, and the long-term strategy for creating an impactful member experience.
- 2:35pm** **Networking Break**
- 2:45pm** **Chapter Governance & Technical Updates**
HIMSS Legal and Information Technology Teams will be sharing updates including proposed changes to chapter governance documents and ongoing technical tool transition. HIMSS Legal and IT will be available for questions throughout the meeting.
- 3:30pm** **Members First | Engagement Best Practices**
A panel of chapter leaders share their best practices for member outreach, identifying and meeting member’s needs, creating a welcoming environment, growing participation, and ensuring local members receive tremendous value from the chapter.
- 4:15pm** **Engaging Your Local OAs**
Kathy Shaw, Director Provider Relations, shares OA chapter engagement data from surveys and focus groups. Learn new ways to engage OAs based on their desires and restraints. Volunteer for an opportunity to be on Family Feud!
- 5:00pm** **Networking Reception | Exhibit Hall B**
- 6:00pm** **Continue Connecting with Peers | End of Scheduled Activities**
Dinner and evening activities on your own. We recommend utilizing this time to connect with fellow chapter leaders. Attendee list shared ahead of time – reach out to schedule dinner and make reservations.

Agenda | Tuesday, September 17

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8:00am **Breakfast | Exhibit Hall A**

9:00am **The Power of Advocacy!**

Tom Leary shares how the power of advocacy can impact the U.S. election. He highlights actions we need to take and influential policies we should watch for.

Advocacy Workshop: Changemaker Blueprint for Advocacy Recognition

Location: Periwinkle-Verbena

9:30am **Event Production Successes and Challenges**

A dynamic and diverse panel of chapter leaders brings to life the chapter event planning process and onsite support. Peer-to-peer learning and engagement through sharing successes and challenges.

10:30am **Networking Break**

11:00am **Marketing with Purpose | Crafting Strategies that Drive Results**

Christine Buck, Chief Marketing and Communications Officer, provides an overview of how to implement a strategic marketing plan and will share some best practices to tune up your email and social media outreach in ways that will engage and delight our members.

12:00pm **Managing an Effective Chapter Board**

Gold Level Chapters share their best practices for effective board management including mitigating board member burnout, determining and evaluating board roles, distributing roles and responsibilities, documenting processes, new leader onboarding, and successful committee structure.

12:45pm **2025 HIMSS Global Health Conference and Exhibition**

Learn about what's new for 2025, chapter benefits, and ways for your chapter to engage.

1:00pm **Wrap-up and Closing**

Grab-and-Go Lunch | Safe Travels!