



PR

AND

MARKETING

2023 **LHA**
LOUISIANA HOSPITAL ASSOCIATION
FALL PROGRAM
11.09.2023 ■ BATON ROUGE, LA

2023 LHA Public Relations & Marketing Fall Symposium & Awards Luncheon

Thursday, Nov. 9, 2023 • LHA Conference Center • Baton Rouge

- 10:00 a.m. Registration Opens & Networking**
- 10:30 a.m. Welcome & Introductions**
- 10:45 a.m. Essential Strategies of Branding and Marketing Your Clinics and Providers**
Kristy Lowery, Owner, Business Consultant, and Growth Analyst
Digital Tulip, LLC
- 75% of patients go online to do research prior to booking an appointment, and 50% of patients will abandon their search experience due to inaccurate provider information. Lowery will discuss how to drive better discoverability for providers and facilities by optimizing their online visibility with essential strategies, such as branding and best practices for individual clinics and providers. Lowery will share success stories for marketing different service lines, such as family/primary care, bariatrics, women's health, and oncology.
- 11:45 a.m. Lunch & Golden Pelican Awards**
- 1:00 p.m. Social Media Best Practices for Hospitals and Healthcare Organizations**
Emily Burke, Chief Executive Officer
BBR Creative
- Trying to keep up with the ever-changing social algorithms? Seeing your social channels flatline? Burke and her team of marketing strategists have developed five social tips to support you in keeping your patients engaged, staying HIPAA compliant, and maintaining a strong brand reputation.
- 1:45 p.m. Closing Remarks**
- 2:00 p.m. Adjourn**

LHA PARKING:

There are several parking options available for this event, including in the conference center parking lot, across the street in the LHA Headquarters office parking lot, and to the right of the conference center at the LHA Annex building. Please do not park in the lot to the left of the conference center or that building's owner may have you towed.

HOTEL WITH LHA GROUP RATE:

Homewood Suites by Hilton Baton Rouge (5860 Corporate Boulevard) offers a special rate for LHA guest.

- **Phone Reservations:** When making reservations by telephone call 225-927-1700 and reference code P28.
- **Online Reservations:** When making reservations use the [LHA-dedicated link](#) and use corporate code 0002995442, if required.

2023 LHA Public Relations & Marketing Fall Symposium

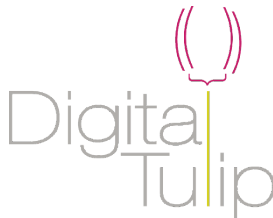
EVENT SPEAKERS



KRISTY LOWERY

**Owner, Business Consultant, and Growth Analyst
Digital Tulip, LLC**

Kristy Lowery, founder and chief strategist behind Digital Tulip, has elevated hundreds of businesses, their growth, and bottom-line profit margins with digital and marketing services. Her knowledge, experience, skill, and strategic approach define Lowery as one of the most knowledgeable business and marketing minds in the country as she interfaces with national clients and other media professionals. Her career began with print media sales, then led to digital sales directorship where she won multiple awards and led her television station sales team to outperform all others within the company. During her time with traditional media, Lowery laid the foundation for the niche market development and creation of Digital Tulip, a full-service branding, web design, business consulting, and online marketing agency. As a consultant, trainer, speaker, and educator to many business owners and corporate teams, she has helped elevate their businesses to the next level and generated millions of dollars in incremental gross sales. Lowery's expertise spans all aspects of business operations, sales, branding, website design, and marketing with an emphasis on digital marketing strategy. Lowery graduated from Western Kentucky University as a four-year letter swim scholarship athlete and continued to earn her MBA.



EMILY BURKE

**Chief Executive Officer
BBR Creative**

Emily Burke is an always-on strategist with a talent for translating what-ifs into what's next. As chief executive officer of BBR, she maintains an expansive field of vision for the agency at large and works tirelessly to transform big-picture goals into efficient, clear-cut paths to success. Burke has more than 15 years of experience in the industry, which includes consumer engagement strategies, brand development, client consulting, and leading creative teams in producing award-winning programs to achieve clients' goals. Her beliefs on developing successful programs and marketing efforts are rooted in specified goals and a true understanding of a company's differentiators and target audience. In addition to managing some of BBR's larger accounts, she serves as executive leadership for the agency and spearheads the agency's notable philanthropic event, CreateAthon. Burke obtained her BA in Mass Communications with a concentration in Advertising from Louisiana State University. Some of her most notable presentation topics include: 6 Steps to Marketing/Communications Planning, Knowing & Reaching Your Audience, Uncover Your Unique Brand Value Proposition, The Value of Your Company Values, and Principles of Killer Customer Service/Client Relationships. Connect with Burke via LinkedIn at www.linkedin.com/in/emilybburke.



Thanks to our speakers!

2023 LHA Public Relations & Marketing Fall Symposium & Awards Luncheon REGISTRATION INFORMATION

REGISTER ONLINE: <https://lhaonline.org/Event.aspx?EventKey=M2340067>

DATE, TIME & LOCATION:

- Thursday, Nov. 9, 2023; 10:00 a.m. – 2:00 p.m. CT
- LHA Conference Center (2334 Weymouth Dr; Baton Rouge, LA 70809)

PRICE:

- Hospital Member: \$95 (Per Person Rate)

REGISTRATION: Registrations are accepted online only. When registering online for an LHA event, you must be logged in to see the event availability and the rate associated with your membership type. You can download a [step-by-step registration guide](#) to assist you with the new process. VISA, Master Card, Discover, and American Express are accepted online, and an email confirmation will be sent upon registration.

CANCELLATION POLICY: Individuals who cancel more than seven business days prior to a scheduled event will be charged a cancellation fee of \$40 per person. Written notice of the cancellation must be emailed to marthur@lhaonline.org. No refunds will be issued for cancellations received within seven business days of the event or for registrants who do not attend.

SUBSTITUTION POLICY: Registrants who are unable to participate in an LHA educational event are permitted and encouraged to have an eligible substitute; however, written notice of the substitution must be emailed to marthur@lhaonline.org at least seven business days in advance of the event. The substitution option is not available if written notification is received by the LHA less than seven business days prior to the scheduled program.

ACCOMMODATIONS: Please contact the LHA if you have a disability that may require special accommodations for this educational opportunity. The LHA is committed to ensuring full accessibility for all registrants.

LHA EDUCATION CALENDAR:

<https://lhaonline.org/LHA/LHA/Education/LHAUpcomingEventListing.aspx>