All communication teams are confronting a rapidly evolving media landscape, in which traditional print and broadcast media work hand in hand with digital and social media channels to reach target audiences. During this session you will gain an understanding of the new media landscape and how effective media relations in 2019 requires a combination of old and new best practices, including: a clear understanding of your organization's core principles and how they are applied, value proposition and business priorities; research and message testing which ensures the right message is delivered to the right people at the right time; designing a strategic plan based on data and analytics, which ensures an effective mix of paid, earned, shared and owned (PESO) media activities; and story-telling and brand journalism.

11:25am - 12:05pm
Pack a Punch with Your PAC
Presenter: Sarah Milligan, Director of Political Affairs, American Dental Political Action Committee

A Political Action Committee is a tool you can use to great effect. PACs can amplify your organization’s voice and expand your reach. Learn about considerations you should make when establishing and maintaining a PAC. Strategies to market, grow and leverage your PAC will be discussed. Learn how to motivate your members to contribute, and how to reward and recognize contributors without alienating members who don’t contribute and/or disdain politics and politicians. Real life examples of successful and unsuccessful PAC fundraising campaigns will be covered.

12:05 - 1:00pm
Lunch

1:00 - 1:50pm
Case Studies
Moderator: Kent McClure, DVM, JD, Chief Government Relations Officer, American Veterinary Medical Association

CE: 0.5

- Scope of practice: Physical therapists (Ms. Valerie Fenstermaker, California VMA)
- Scope of practice: Chiropractors (Ms. Diane Matt, Colorado VMA)
- Tax on veterinary services (James M. Weber, DVM, MBA, Kentucky VMA)

1:50 - 2:00pm
Break

2:00 - 3:30pm
Roundtable Exercise
Moderator: Ashley Morgan, DVM, CAE, Director, Division of State Advocacy, American Veterinary Medical Association

CE: 0.75

- Marijuana
- Telemedicine/VCPR (MVPA perspective)
- Banning declaw

3:30 - 4:00pm
Q&A