

Society of Behavioral Medicine
39th Annual Meeting & Scientific Sessions
New Orleans – April 11 -April 14, 2018
Program Committee Conference Call

Date: Thursday, July 11, 2017
Time: 12:00 PM PT; 1:00PM MT; 2:00 PM CT; 3:00 PM ET
Dial in: 1.800.377.8846
Pass Code: 37484465#

In Attendance

Rachel Shelton, ScD, MPH Chair
Eric Hekler, PhD, Co-Chair
David X. Marquez, PhD, Past Chair
Ryan Shaw, RN
Meagan Helmick, MPH, CHES
Deborah Bowen, PhD

Staff

Erin Trimmer

Unable to attend

Gary G. Bennett, PhD, President
Kristi Graves, PhD, SIG Chair
Andrea Cherrington, MD, MPH
Jennifer Huberty, PhD
Charles Jonassaint, PhD
Mary Dean, JD, CAE

1. New Orleans site visit recap

Dr. Shelton shared the highlights from the recent site visit to the Hilton New Orleans Riverside. Specifically highlighting that the meeting space will mainly be located on the first floor, speaker ready will be set up as a separate room located right next to the registration desks. There will be an emphasis on attendee engagement while onsite at the meeting including fitness opportunities including basketball and tennis as well as opportunities for sponsorship including a Fitbit challenge, welcome packets outside guest room doors and health club fee waivers. Also, potentially inviting a local band to perform before a keynote session.

The French Quarter festival will be taking place at the same time as the meeting (Thursday, April 12 – Saturday, April 14) so Dr. Shelton noted that attendees should book their rooms within the SBM group block early to ensure a room.

2. Discussion of offering incentives for referring colleagues

The committee discussed the option of offering an incentive to members for referring colleagues to attend the Annual Meeting and felt it would be more incentive for members if a waived registration was offered rather than a prize of some sort (ie. iPad). The committee also felt offering three to five, rather than one waived registration would further encourage members to participate.

Dr. Helmick suggested tracking the referred attendees to see how many referrals turn into SBM members following the meeting.

3. Discussion of Saturday attendance at Annual Meeting

The committee discussed the pros and cons of attending Saturday at the meeting. Dr. Bowen suggested promoting Saturday for the 2018 Annual Meeting to see if there is a notable change in attendance rates as a result of the promotion efforts. Dr. Hekler asked for the committee's input as to whether it is worth talking with the board of directors to discuss shifting the meeting forward to end on Friday rather than Saturday.

4. Practice Gaps complete

Dr. Shelton thanked the committee for completing their practice gaps and learning objectives for the meeting. Staff will submit them to the CE provider for approval in the upcoming weeks.

5. Abstract submissions reminder

Dr. Shelton reminded the committee that abstract submissions will be opening on Thursday, July 19 and will remain open

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until Tuesday, September 12.

6. Feedback on using the Bluejeans platform

Dr. Shelton requested feedback from the committee regarding use of the Bluejeans platform for the call. Dr. Marquez shared that he felt it was a great way to communicate with a shared screen during calls. The committee will continue to use Bluejeans moving forward for calls.

7. Other business

Dr. Shelton reminded the committee that the next large committee call is scheduled for Tuesday, August 8.

Dr. Hekler gave a brief update on the Alternative Revenue Working Groups progress stating that they are in the process of finalizing the one-pager introduction which will be given to prospective supporters/sponsors with the Annual Meeting exhibitor/supporter prospectus which is also being finalized.

Dr. Shelton asked for the committees input regarding offering lighted tiles as a backdrop in the general session room which keynote presentations will be held in. Dr. Hekler suggested they are great when used as a branding exercise, they look good as a backdrop in tweets and during social media use.

Next Program Committee Conference Call

Date: Tuesday, July 18, 2017

Time: 12:00 PM PT; 1:00PM MT; 2:00 PM CT; 3:00 PM ET

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