Date: Tuesday, August 29, 2017  
Time: 12:00 PM PT; 1:00 PM MT; 2:00 PM CT; 3:00 PM ET  
To join via video: https://bluejeans.com/460348866?src=calendarLink  
To join via phone:  1) +1.408.740.7256 (United States)  
+1.408.317.9253 (Alternate number)  
Global Numbers: http://bluejeans.com/numbers  
2) Enter Meeting ID: 460348866  
3) Press #

In Attendance  
Rachel Shelton, ScD, MPH Chair  
Eric Hekler, PhD, Co-Chair  
David X. Marquez, PhD, Past Chair

Staff  
Erin Trimmer  
Mary Dean, JD, CAE  
Lauren Seward  
Lindsay Bullock

Unable to attend  
Gary G. Bennett, PhD, President  
Kristi Graves, PhD, SIG Chair  
Charles Jonassaint, PhD  
Ryan Shaw, RN  
Andrea Cherrington, MD, MPH  
Jennifer Huberty, PhD  
Meagan Helmick, MPH, CHES  
Deborah Bowen, PhD

1. Approved minutes from 8.15.17 call  
Dr. Shelton motioned to approve the minutes from the 8.15.17 call, Dr. Hekler seconded. Minutes were approved.

2. Abstract submissions update  
Dr. Shelton reported that there were 52 abstracts submitted with 97 in draft as compared to 2017 abstract submissions in which there were 42 abstracts submitted with 115 in draft.

3. Discussed updates to marketing email strategy  
The committee discussed the pros and cons of revamping the html email strategy related to announcing the plenary speakers. An initial idea was to announce each plenary speaker (keynote and master lecture) in a separate email, however the committee determined this would overburden SBM members emails. The committee determined it would be best to continue announcing the keynotes all together as one email and the master lectures as a separate email. Instead discussed including brief introductory videos for each speaker to include with the email announcement(s). Staff will work to develop a plan/script for the videos and get back to the committee with the next steps.

4. Review of alternative revenue working group call  
Dr. Hekler updated the committee on the recent work done by the alternative revenue working group noting that the one-pager is nearly complete. The working group determined that, rather than creating three separate documents, the updated one-pager will effectively address each targeted audience so there is not a need for multiple versions. The working group is also contributing suggestions for potential sponsors and will begin reaching out once both the one-pager and prospectus are finalized.

Dr. Shelton suggested adding a version of the one-pager to the meeting website – staff will work on the next steps.
5. Other business
The committee identified additional health communications topic area chair candidates and reviewed the confirmed plenary speakers.

Next Program Committee Conference Call
Date: Tuesday, September 5, 2017
Time: 12:00 PM PT; 1:00 PM MT; 2:00 PM CT; 3:00 PM ET
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