

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

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>

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2) Enter Meeting ID: 460348866
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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.

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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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