

**NACCDO Target Audience Legend:** Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

**PAMN Target Audience Legend:** Marketing & Communications (M&C); Digital Strategies (DS); Physician Relations (Phys R); Community Outreach and Engagement/DEI (COE/DEI); Professional Development (PD)

Sunday, May 19, 2024	
1:00 p.m. - 6:00 p.m.	Conference Check-In, Information, Dine Around Confirmations <i>Grand Ballroom Foyer</i>
2:00 p.m. - 4:00 p.m.	NACCDO Board, with Affinity Group Chairs, and PAMN Steering Committee Individual Meetings with by Group Photos at 3:45 p.m. (Limited to NACCDO and PAMN Board/Steering Members. NACCDO Affinity Chairs to join for NACCDO Board Meeting). <i>Milano and Vienna, 3rd Floor</i>
4:00 p.m. - 5:00 p.m.	NACCDO Board and PAMN Steering Committee Joint Meeting (Limited to NACCDO Board and PAMN Steering Committee Members) <i>Milano</i>
6:00 p.m. - 8:00 p.m.	<i>Early arrival individually organized dinners. All reservations and costs on own if applicable.</i>

Monday, May 20, 2024																																																						
9:00 a.m. - 7:00 p.m.	Conference Check-In, Information, Dine Around Confirmations <i>Grand Ballroom Foyer (Professional Headshot station available from 2pm-7pm)</i>																																																					
11:30 a.m. - 3:30 p.m.	PAMN Pre-Conference Workshop <b>Using a DEI LENS: Showing and Telling Our DEI Story Through Outcomes with Kim Clark</b> (Limited to pre-conference attendees, 11:30am-12:30pm lunch included, \$325 additional fee applies) <i>Venezia Garden Salon</i>																																																					
11:30 a.m. - 12:30 p.m.	NACCDO CDO and Senior Leadership Lunch (Limited to confirmed NACCDO Chief Development Officers, invited Senior Leadership attendees and invited Development Precision and Presenting Sponsors) <i>Murano Garden Salon Sponsored by BrookGlobal</i>																																																					
12:30 p.m. - 3:30 p.m.	NACCDO CDO & Senior Leadership Retreat with break. (Limited to Chief Development Officers and Senior Leadership Representatives, \$325 additional fee applies, includes 11:30 a.m. lunch) <i>Savoy and Envoy</i>																																																					
3:30 p.m. - 4:15 p.m.	NACCDO Welcome Session for New Members to NACCDO, Mentees with <b>Amber Kleopfer Senseny</b> and <b>Sally Wajahn</b> <i>Grand Ballroom D</i>																																																					
3:30 p.m. - 4:15 p.m.	PAMN Awards Program Poster Session <i>Imperial Ballroom C</i>																																																					
4:30 p.m. - 5:30 p.m.	<table border="1"> <thead> <tr> <th colspan="4">NACCDO AFFINITY GROUP POTLUCK: All room assignments subject to change</th> <th colspan="3">PAMN AFFINITY GROUP BREAKOUTS: All room assignments subject to change</th> </tr> </thead> <tbody> <tr> <td colspan="2">Annual Giving, E-Philanthropy and Pipeline</td> <td>Campaign Strategy</td> <td>Corporate and Cause Marketing</td> <td>CCSG Components - Community Outreach and Engagement (COE), Diversity Equity &amp; Inclusion (DEI)</td> <td>Digital Strategies (DS)</td> <td>Events (NEW!!!)</td> </tr> <tr> <td colspan="2"><i>Envoy, 1st Floor</i></td> <td><i>Venice, 3rd Floor</i></td> <td><i>Versailles, 3rd Floor</i></td> <td><i>Sussex, 3rd Floor</i></td> <td><i>Vienna, 3rd Floor</i></td> <td><i>Embassy, 3rd Floor</i></td> </tr> <tr> <td>Foundation Relations: A Q&amp;A with Foundations on Trends in Biomedical Research Grantmaking</td> <td>Grateful Patient Programs</td> <td>Major and Principal Gifts: Best practices from our fellow colleagues at peer institutions</td> <td>Planned Giving</td> <td rowspan="2">Media Relations</td> <td colspan="2" rowspan="2">Physician Relations Group (PRG)</td> </tr> <tr> <td><i>Savoy, 1st Floor</i></td> <td>Grand Ballroom D, 1st Fl</td> <td><i>Imperial D, 1st Floor</i></td> <td><i>Murano Garden Salon, 1st Floor</i></td> </tr> <tr> <td>Pediatric Cancer</td> <td>Research Centers</td> <td>Special Events, Third Party and Peer to Peer</td> <td>Stewardship and Communications: Gratitude Stewardship Brainstorm</td> <td colspan="2"><i>Hermitage, 3rd Floor</i></td> <td><i>Contact Barb Buesse for location</i></td> </tr> <tr> <td><i>Fontainebleau, 3rd Floor</i></td> <td><i>Belvedere, 3rd Floor</i></td> <td><i>Milano, 3rd Floor</i></td> <td><i>Venezia Garden Salon, 1st Floor</i></td> <td colspan="3"></td> </tr> <tr> <td colspan="2">DEI will meet during breakfast on Wed, May 22, tables in Imperial D, overflow breakfast room to be assigned for use.</td> <td colspan="2">Unless otherwise advised Board Relations, CDO, Prospect Management, and Streaming &amp; DIY will not meet as separate groups.</td> <td colspan="3"></td> </tr> </tbody> </table>	NACCDO AFFINITY GROUP POTLUCK: All room assignments subject to change				PAMN AFFINITY GROUP BREAKOUTS: All room assignments subject to change			Annual Giving, E-Philanthropy and Pipeline		Campaign Strategy	Corporate and Cause Marketing	CCSG Components - Community Outreach and Engagement (COE), Diversity Equity & Inclusion (DEI)	Digital Strategies (DS)	Events (NEW!!!)	<i>Envoy, 1st Floor</i>		<i>Venice, 3rd Floor</i>	<i>Versailles, 3rd Floor</i>	<i>Sussex, 3rd Floor</i>	<i>Vienna, 3rd Floor</i>	<i>Embassy, 3rd Floor</i>	Foundation Relations: A Q&A with Foundations on Trends in Biomedical Research Grantmaking	Grateful Patient Programs	Major and Principal Gifts: Best practices from our fellow colleagues at peer institutions	Planned Giving	Media Relations	Physician Relations Group (PRG)		<i>Savoy, 1st Floor</i>	Grand Ballroom D, 1st Fl	<i>Imperial D, 1st Floor</i>	<i>Murano Garden Salon, 1st Floor</i>	Pediatric Cancer	Research Centers	Special Events, Third Party and Peer to Peer	Stewardship and Communications: Gratitude Stewardship Brainstorm	<i>Hermitage, 3rd Floor</i>		<i>Contact Barb Buesse for location</i>	<i>Fontainebleau, 3rd Floor</i>	<i>Belvedere, 3rd Floor</i>	<i>Milano, 3rd Floor</i>	<i>Venezia Garden Salon, 1st Floor</i>				DEI will meet during breakfast on Wed, May 22, tables in Imperial D, overflow breakfast room to be assigned for use.		Unless otherwise advised Board Relations, CDO, Prospect Management, and Streaming & DIY will not meet as separate groups.				
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5:30 p.m. - 6:15 p.m.	Welcome Reception at Grand America <i>Imperial Ballroom A/B</i>																																																					
6:30 p.m. - 9:30 p.m.	Dine Arouds at local favorites in downtown Salt Lake City (walking distance). Reservations made by conference, all food and beverage costs are the responsibility of the attendee.																																																					

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Tuesday, May 21, 2024										
7:30 a.m. - 3:30 p.m.	Conference Check-In, Information <i>Grand Ballroom Foyer (Professional Headshot station available 7:30am-10am, 11:15am-11:45am, 1pm - 3pm)</i>									
7:30 a.m. - 9:00 a.m.	Buffet Breakfast <i>Imperial Ballroom A/B, Reception</i>									
9:00 a.m. - 9:45 a.m.	NACCDO 2.0 Know the Ropes about NACCDO with <b>Michael Hibler</b> and <b>Michelle Adcock</b> <i>Imperial D</i>									
9:00 a.m. - 9:45 a.m.	NACCDO: Dos and Don'ts of Development Career Paths: Lessons from the Trenches with <b>Sarah Christensen</b> and <b>Claudia Grillo</b> of Sylvester Comprehensive Cancer Center at The University of Miami <i>Grand Ballroom A</i>									
9:00 a.m. - 9:45 a.m.	NCI: Working Together to Advance the National Cancer Plan with <b>Nizia Alam</b> , <b>Peter Garrett</b> , and <b>Sona Thakkar</b> <i>Grand Ballroom D</i>									
10:00 a.m. - 10:15 a.m.	Welcome by NACCDO and PAMN Chairs, <b>Michael Hibler</b> and <b>Heidi Findlay</b> <i>Grand Ballroom B/C</i>									
10:15 a.m. - 11:15 a.m.	Plenary Session 1: Olympic Panel featuring <b>Kate Johnson</b> , <b>Catherine Raney Norman</b> and <b>Summer Sanders</b> . Moderated by <b>Adam Whitt</b> <i>Grand Ballroom B/C Presented by CCS Fundraising</i>									
11:15 a.m. - 11:45 a.m.	Coffee Break & Networking with Sponsors <i>Imperial Ballroom A/B</i>									
11:45 a.m. - 12:30 p.m.		<b>NACCDO</b> Track 1: Major Gifts	<b>NACCDO</b> Track 2: Annual Giving, E-Philanthropy & Pipeline	<b>NACCDO</b> Track 3: Foundation Relations	<b>NACCDO</b> Track 4: Events/Peer to Peer/Streaming/Corp & Cause Mktg	<b>NACCDO-PAMN</b> Collaboration	<b>PAMN</b> Track 1	<b>PAMN</b> Track 2	<b>PAMN</b> Track 3 Physician Relations	<b>PAMN</b> Track 4
	<b>Session 2</b>	The Role of Transformational Giving on Comprehensive Campaigns	The roadmap to grateful patient acquisition	Collaborating for Success: Insights from Foundation Relations and Individual Giving Officers	Fundraising Events and the Three P's: Physicians, Patients, and Positive Results	The Importance of the Words We Choose: Implementing Inclusive Language and Practices	Team Building, Servant Leadership	The Power of Integrated Communications in Promoting a New Cancer Care Center	How to Teach SEO to Doctors	Train the Trainer: Media Training Session
	<b>Speakers</b>	Kelly O'Brien, Fred Hutchinson Cancer Center and Jeffrey Richard, Memorial Sloan Kettering Cancer Center	Greta Bednarczyk and Stephanie Fenhagen of Abramson Cancer Center at Penn Medicine	Juliette Cagigas and Larry Zeiber of City of Hope and Mary Reed-Holman of Memorial Sloan Kettering Cancer Center	Ruth Hill and Douglas Sborov, MD of Huntsman Cancer Institute; Scott Larimore, Winship Cancer Institute; Moderated by Ashley Ryan of HCI.	Stacy Bernal, Utah Jazz Diversity, Equity, and Inclusion Manager	Audrey Laine Seymour, Mayo Clinic Comprehensive Cancer Center	Jenny Owen, Winship Cancer Institute of Emory University	Daniel Cave, Roswell Park Comprehensive Cancer Center	Nina Earnest, Avery Shrader and Heather Simonsen of Huntsman Cancer Institute
	<b>Target Audience:</b>	<b>FF, L, SE</b>	<b>FF, DO</b>	<b>FF, SE</b>	<b>FF, SE, DO</b>	<b>COE/DEI; M&amp;C; Phys R</b>	<b>PD</b>	<b>M&amp;C; COE/DEI; DS; Phys R</b>	<b>DS; Phys R; M&amp;C</b>	
	<b>Room</b>	<b>Grand Ballroom D</b>	<b>Grand Ballroom A</b>	<b>Imperial Ballroom D</b>	<b>Imperial Ballroom C</b>	<b>Venezia Garden Salon</b>	<b>Savoy</b>	<b>Envoy</b>	<b>Murano Garden Salon</b>	<b>Grand Salon</b>
12:30 p.m. - 1:30 p.m.	NACCDO Buffet Lunch with Awards <i>Grand Ballroom B/C</i>									
12:30 p.m. - 1:30 p.m.	PAMN Buffet Lunch <i>Grand Salon</i>									
1:30 p.m. - 2:00 p.m.	Dessert with Sponsors <i>Imperial Ballroom A/B</i>									
2:00 p.m. - 2:30 p.m.	Coach Transfers to Huntsman Cancer Institute ( <i>return transfers will be available every 30-minutes from 3:30pm-6:30pm and will make stops in downtown SLC and at The Grand America</i> ) <b>SIGN UP REQUIRED FOR AFTERNOON AT HCI BY MAY 15</b>									
2:30 p.m. - 3:15 p.m.	<b>Huntsman Afternoon Track 1</b>				<b>Huntsman Afternoon Track 2</b>			<b>Huntsman Afternoon Track 3</b>		
	<b>Session 1 at HCI</b>	<b>Cancer 101</b> - From ABCDEs to Rap-Ex: A New Look at Skin Cancer Detection featuring <b>Jakob D. Jensen, PhD.</b>			<b>Cancer 4.0</b> - Of Mice and Metastasis: Using PDX Models to Change the Future of Breast Cancer featuring <b>Alana L. Welm, PhD.</b>			Cancer Center Tour A		
	<b>Room</b>	<b>Research Auditorium</b>			<b>Research South Auditorium</b>			<b>Main Entrance</b>		
3:15 p.m. - 6:00 p.m.	Cancer Center Tour B and Reception at Huntsman Cancer Institute. <i>Attendees will be sorted into smaller groups for tours.</i> This tour is same as that above. All tours will include the reception at The Point compliments of HCI.									
6:00 p.m. - 8:00 p.m.	Evening at leisure for Team Dinners (all costs on own)									

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Wednesday, May 22, 2024										
7:30 a.m. - 6:00 p.m.	Conference Check-In, Information <i>Grand Ballroom Foyer</i> ( <i>Professional Headshot station available 7:30am-9am, 10:30am-10:45am, 11:30am-11:45am, 12:30pm-1:30pm</i> )									
7:30 a.m. - 9:00 a.m.	Buffet Breakfast <i>Imperial Ballroom A/B, Reception</i>									
		NACCCDO Track 1					PAMN Track 1			
9:00 a.m. - 9:45 a.m.	Session 3A	NACCCDO Business Meeting and Benchmarking ( <i>Limited to NACCCDO Members</i> )					Making the most of your PAMN membership: Current Benefits and Future Plans! (9:00 a.m. - 9:40 a.m.) <i>Imperial D</i>			
	Session 3B	(1 session for all NACCCDO, 9:00 a.m. - 10:30 a.m.)					PAMN Track 1	PAMN Track 2	PAMN Track 3	PAMN Track 4
	Speakers						Michael Hibler, The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins; Michelle Adcock, VCU Massey Cancer Center; Michael Delzotti, University of Kentucky Markey Cancer Foundation, Amanda Hollis, Kurt McKinley, Jennifer McDonald			
9:45 a.m. - 10:30 a.m.	Speakers	Michael Hibler, The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins; Michelle Adcock, VCU Massey Cancer Center; Michael Delzotti, University of Kentucky Markey Cancer Foundation, Amanda Hollis, Kurt McKinley, Jennifer McDonald					Caree McAfee, MA CHES and Natalie Wilhite, MA of The University of Kentucky Markey Cancer Center	Jenny Bristow, Hedy & Hopp	Jill Masset, Roswell Park Comprehensive Cancer Center; Avery Shrader, Huntsman Cancer Institute	Becky Griess and Jim Goodwin, Washington University Siteman Cancer Center
	Target Audience:	All NACCCDO Members					COE/DEI; M&C		PD; M&C; Phys R	M&C; DS
	Room	<i>Grand Ballroom B/C</i>					<i>Savoy</i>	<i>Envoy</i>	<i>Murano Garden Salon</i>	<i>Grand Salon</i>
10:30 a.m. - 10:45 a.m.	Coffee Break & Networking with Sponsors <i>Imperial Ballroom A/B</i>									
		NACCCDO Track 1: Major Gifts (Grateful Patient Focus)	NACCCDO Track 2: Annual Giving, E-Philanthropy & Pipeline	NACCCDO Track 3: Stewardship and Communications	NACCCDO Track 4: Events/Peer to Peer/Streaming/Corp & Cause Mktg	NACCCDO-PAMN Collaboration	PAMN Track 1	PAMN Track 2	PAMN Track 3 Physician Relations	PAMN Track 4
10:45 a.m. - 11:30 a.m.	Session 4	Designing a World-Class Grateful Giving Program	Effective Project Management: An antidote to biting off more than you can chew.	Giving Circles: A Unique Path to Increased Engagement and Collaborative Impact	Building an Annual Partnership with Sponsors: Taking Your Corporate Sponsors to the Next Level of Engagement	From Minor to Milestone Events: How to Plan & Execute to Achieve Your Goals and Meet Audience Objectives	Breast Cancer Advocacy: A Marketing Challenge	Pitch Perfect: Effective Strategies for Turning Your Pitch into Placement	Long-distance Relationships: Building a Strong Affiliate Network to Minimize Distance as a Disparity throughout a five State Region	Harnessing Momentum and Mania at a Matrix Cancer Center
	Speakers	Lisa Cuccia Doyle, CFRE; Stephanie Fultz; Randal Weber, MD, MSHCT, FACS of The University of Texas MD Anderson Cancer Center	Kaitlin Feldman and Chad Smith of Sylvester Comprehensive Cancer Center at The University of Miami	Mellie Bailey, and Patricia Lemoine of Mary Bird Perkins Cancer Center	Jenn Hickok, Roswell Park Comprehensive Cancer Center	Jamie Cooper Moales, Duke Cancer Institute; Jessica Leib, The University of Kansas Cancer Center	Ricki Fairley, CEO of TOUCH, The Black Breast Cancer Alliance	Michael Perchick, Cancer Survivor, Journalist - ABC News, Raleigh, North Carolina	Don Milligan and Megan Provost of Huntsman Cancer Hospital	Chris Joyce, UC Davis Cancer Center; Craig Robida, University of Wisconsin Carbone Cancer Center
	Target Audience:	FF, L, SE	SE, DO	SE, DO	FF, L, SE	FF, L, SE, DO	M&C; DS; COE/DEI; Phys R	M&C	COE/DEI; Phys R	M&C
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11:30 a.m. - 11:45 a.m.	Coffee Break & Networking with Sponsors <i>Imperial Ballroom A/B</i>									
		NACCCDO Track 1: Major Gifts - Physician Engagement	NACCCDO Track 2: Planned Giving	NACCCDO Track 3: Stewardship and Communications	NACCCDO Track 4: Events/Peer to Peer/Streaming/Corp & Cause Mktg	NACCCDO-PAMN Collaboration	PAMN Track 1	PAMN Track 2	PAMN Track 3 Physician Relations	PAMN Track 4
11:45 a.m. - 12:30 p.m.	Session 5	Enhancing Faculty Partnerships: A Case Study in Training from Penn's Abramson Cancer Center	Strategic Philanthropy: Help Donors Maximize Giving By Thinking Beyond Cash	Innovative Stewardship in a Digital World: learning how to strategically engage donors with the latest trends in digital communications	Pivot with Purpose: Steering Your Event Towards Unprecedented Success	Bridging the Gap Between Development and Marketing Communications	Debunking Myths, Empowering Minds: The Role of Communicators in Combatting Cancer Misinformation	Choosing Your MarComm Mix in Today's Complex Healthcare Landscape	<i>No Track 3 during Session 5 unless otherwise advised</i>	From Robot to Cobot: How You Can Boost Productivity with Artificial Intelligence
	Speakers	Tricia Bruning and Rhiannon Nolt of Abramson Cancer Center at Penn Medicine	Ken Dolbashian, Beth Israel Lahey Health and Lisa Lager, Weill Cornell Medicine	Andrea Larson, Fred Hutchinson Cancer Center and Jennifer Pool, The University of Texas MD Anderson Cancer Center. Moderated by Johanna Schoeller, Fox Chase Cancer Center	Jen Murano, Huntsman Cancer Foundation and Kristin Nash, Fred Hutchinson Cancer Center	Amanda Benedict, Javier De Jesus (recording), Julie Hawkins, Scott Larimore and Jenny Owen of Winship Cancer Institute of Emory University	Skyler Johnson, MD, Huntsman Cancer Institute	Tadd Pullin, MD Anderson Cancer Center		Seth Bracken, Editor-in-Chief, University of Utah Magazine and Lisa Anderson, Associate Editor, University of Utah Magazine
	Target Audience:	FF, L, SE	FF, SE, DO	SE, DO	FF, DO	FF, L, SE	M&C; CEO/DEI; Phys R	M&C; DS		M&C; DS
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Wednesday, May 22 Continued											
12:30 p.m. - 1:30 p.m.	Joint Buffet Lunch <i>Imperial Ballroom A/B and Grand Salon</i>										
1:30 p.m. - 2:45 p.m.	Plenary Session 2: Female Leaders in Cancer Panel featuring <b>Mary Beckerle, PhD, CEO</b> of Huntsman Cancer Institute; <b>Danielle Carnival, PhD</b> , Deputy Assistant to the President for the Cancer Moonshot; <b>Cornelia (Neli) Ulrich, PhD, MS</b> , Executive Director of the Comprehensive Cancer Center at Huntsman Cancer Institute. Moderated by <b>Mary Nickles</b> , Salt Lake City News Anchor <i>Grand Ballroom B/C Presented by Moore</i>										
2:45 p.m. - 3:00 p.m.	Coffee Break & Networking with Sponsors <i>Imperial Ballroom A/B</i>										
3:00 p.m. - 3:45 p.m.	<b>Session 6</b>	<b>NACCCDO</b> <small>Track 1: Major Gifts - Building Major Gift Pipeline</small>	<b>NACCCDO</b> <b>Track 2: PEDS</b>	<b>NACCCDO</b> <small>Track 3: Board Relations</small>	<b>NACCCDO</b> <small>Track 4: Events/Peer to Peer/Streaming/Corp &amp; Cause Mkt</small>	<b>NACCCDO-PAMN</b> <b>Collaboration</b>	<b>PAMN</b> <b>Track 1</b>	<b>PAMN</b> <b>Track 2</b>	<b>PAMN</b> <b>Track 3 Physician Relations</b>	<b>PAMN</b> <b>Track 4</b>	
		Powering Pipeline Prospects to Productive Philanthropy!	Building a robust ped-based grateful patient program	From Cultivation to Impact: A Conversation on Board Life Cycles	Hitting a Home Run: Crafting Engaging Community & Institutional Events with Sponsor Collaboration	<i>No collaboration track during Session 6 unless otherwise advised</i>	Using Short-Form Video to Break Through the Social Media Timeline	Mobile Mammography: One Size Doesn't Fit All. Perspectives and Learnings on COE Outreach, Communications and Marketing	Mastering Scientific Conference Communications, Marketing, and Brand Strategy	Harmonious Healthcare Marketing: Pairing Advertising and Digital Content Strategy	
	<b>Speakers</b>	Niall Keane, New York Presbyterian Tom Nichols, Major Gifts Officer, Weill Cornell Medicine	Liz Barone, Samantha Camp, Alyssa Esten, Alexa Linton of Children's Hospital of Philadelphia	Kathleen Hertkorn, Abramson Cancer Center at Penn Medicine. Moderated by Amanda Benedict, Winship Cancer Institute	Lisa Bailey, Fox Chase Cancer Center; Kristen VanLeeuwen, Huntsman Cancer Foundation		Madison Skipper, Moffitt Cancer Center	Garrett Harding and Lynette Phillips of Huntsman Cancer Institute; Amy Kleger and Barbara Ryback of Abramson Cancer Center at Penn Medicine	Sheila Interrante, Moffit Cancer Center; Victoria Warren, Dana-Farber Cancer Institute	David Patton and Cassidy Stevens of Fred Hutchinson Cancer Center	
	<b>Target Audience:</b>	<b>FF, SE</b>	<b>L, SE, DO</b>	<b>SE, DO</b>	<b>FF, DO</b>		<b>DS; M&amp;C</b>	<b>COE/DEI; Phys R; M&amp;C</b>	<b>M&amp;C; Phys R; DS</b>	<b>COE/DEI; M&amp;C; Phys R</b>	
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3:45 p.m. - 4:00 p.m.	Transition										
4:00 p.m. - 4:45 p.m.	<b>Session 7</b>	<b>Partner Presentation Track 1</b>			<b>Partner Presentation Track 2</b>			<b>Partner Presentation Track 3</b>		<b>Partner Presentation Track 4</b>	
		CCS Fundraising with The Princess Margaret Cancer Foundation: Transforming Transactional Supporters into Invested Donors			Moore with Dana-Farber Cancer Center: Building an Audience-First Donor Marketing Approach for Dana-Farber Cancer Institute			TrueSense with Rutgers: Creative that Resonates for Fundraising		Stamats with IU Simon Comprehensive Cancer Center: Make Your Blog an Earned Media Machine! How Inverted Pyramid Content Strategy Helps You Reach Patients, Donors, and Reporters	
	<b>Speakers</b>	Ryan Baillie and Ashutosh R. Nandeshwar, Ph.D.			Rebecca Gavin, Alexa Langford, Becca Luckett, Tim Maxton			Chelsea Irvin, Melissa Roberts		Candace Gwaltney, Mariah Obiedzinski	
	<b>Keywords</b>	Analytics; Pipeline Development; Donor Experience; Prospecting; Donor Stewardship			Direct Mail, Modeling, Audience-First, Grateful Patient, Sustainer			Research driven creative; fundraising creative strategy; cancer survivor preferences		Content Marketing; Digital Marketing; Physician Relations and Marketing	
	<b>Room</b>	<b>Imperial Ballroom C</b>			<b>Imperial Ballroom D</b>			<b>Murano Garden Salon</b>		<b>Venezia</b>	
5:15 p.m. - 9:00 p.m.	Evening Event at Olympic Park featuring the Flying Aces Freestyle Ski Jumpers. Includes dinner and 2 drink tickets. Shuttle transportation provided. <i>Transfer time 30-minutes. Return transfers every half hour on the hour and the half hour from 6:30pm-9:00pm. (Included with Full Access Registration)</i>										

Thursday, May 23, 2024										
7:30 a.m. - 10:30 a.m.	Conference Information <i>Grand Ballroom Foyer</i>									
7:30 a.m. - 9:00 a.m.	Buffet Breakfast <i>Grand Ballroom A</i>									
9:00 a.m. - 9:45 a.m.	Closing Plenary	Closing Plenary featuring a conversation with Ty Burrell and Martin McMahon <i>Grand Ballroom B/C</i>								
9:45 a.m. - 10:00 a.m.	Closing Remarks	The 2024 Conference will conclude with closing remarks by NACCCDO and PAMN Chairs, and a passing of the torch from Huntsman Cancer Institute to Sylvester Comprehensive Cancer Center <i>Grand Ballroom B/C</i>								