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**2025 Pre-FEC Communications Program**

**September 16, 2025 | Wilmington, NC**

Draft Agenda (07.10.2025)

* 9:00-10:00am Registration
* 10:00-11:00am Opening Session
* **10:00am** **Welcome,** Bethany Milford, MPH, NC Public Health Collaboration
* **10:10am** **What I’m Hearing Across the Country: A Public Health Communications Roadmap,** Amanda Kwong, MPH, Public Health Communications Collaborative

11:15-12:15pm Breakout Sessions

* **Bringing the Message Home: Health Communication in Media-Limited Communities**, Kyle Pasche, Chatham County Public Health Department
* **Storytelling in Public Health**, Michael Goins
* **Message Mapping: Sharing Information & Supporting Data**, Ann Staples, MA, MCHES
* **Social Media Marketing Best Practices and Strategies**, Sheena Butler

12:15-1:15pm Lunch

* **Campaign Updates,** Suzanne Metcalf, NC DPH, NC DHHS
* **Collaborative Communications Network Update**, Martha Anne Sperandio, MPH, North Carolina Institute of Public Health

1:30-2:30pm Breakout Sessions

* **Media Training Workshop**, Amy Joy Lanou, North Carolina Institute of Public Health
* **The Value of Collaboration**, Brandon Romstadt, WNC Health Network
* **Social Media Strategies and Storytelling/Strategic Messaging for Public Health**, Samantha McClayton and Jeremy McClayton, JS Consulting & Marketing

2:30-3:00pm Snacks available

2:45-4:45pm Afternoon Workshop

* **Jumpstart Your Fall Campaigns with Arclet: A Hands-On Public Health Communications Workshop**, Adrienne Ammerman, Arclet

4:45-5:15pm Event Debrief/Closing

6:00pm Evening Meet-up (Optional)