

Time	Room 1	Room 2
8:00 – 8:30 am	Check in / Coffee / Networking	
8:30 – 8:40	Welcome <ul style="list-style-type: none"> Becky Cahn, IABC-MN President Tiffany Rinehart, IABC-US Region Representative 	
8:45 – 9:45	Morning Keynote “Are Internal Communications Teams Becoming an Endangered Species?” <ul style="list-style-type: none"> Chris Lee, Vice President, Employee Experience & Internal Communication Practice, Gallagher Communication 	
10:00 – 10:50	“The Future of Healthcare is Still Human” <ul style="list-style-type: none"> Erika Mayerle, Senior Account Manager, Marketing Operations & Creative Services, Mayo Clinic Erika Brask, Group Creative Director, Brand Design & Creative Strategy at Mayo Clinic 	“From Challenge to Catalyst: How Purpose Brands Unified Communication Amid Merger and Platform Change” <ul style="list-style-type: none"> Tammy Nienaber, Director, Global Communications at Anytime Fitness
11:00 – 11:50	“Storytelling in a Sea of Sameness – Creating Human Connection in the Age of AI” <ul style="list-style-type: none"> Ellen O’Brien, Founder, Hudsons Media 	“Between Routine and Rupture: What Americans Say About ICE, Police, and the News Media” <ul style="list-style-type: none"> Tony Cheevers, Customer Success Officer, Researchscape International Anetra Henry, Founder, Anetra Henry Consulting Tonya McKenzie, Founder, Sand & Shores Paul Omodt, Founder & Principal, Omodt & Associates Critical Communication
12:00 – 1:15	Lunch & Panel “Your Influence is Bigger Than Your Title – A Communicator’s Guide to Leading Change” <ul style="list-style-type: none"> Tonia Whitney, Operations Director of the MN Change Management Network. Andrew Craven, Management Consultant, Craven Business Development Company 	

	<ul style="list-style-type: none"> • Nicki Gibbs, Chief Strategy Officer, Beehive Strategic Communications • Paul Feikema, Senior Transformational Change Architect & Organizational Effectiveness Leader • Mallory Precht, Change Management Practitioner, Fairview Health Services 	
1:30 – 2:20	<p>“Why Your Personal Brand is Your Only AI-Proof Asset”</p> <ul style="list-style-type: none"> • Cheryl Tan, Media Trainer, Show Launch Strategist & former TV News Anchor 	<p>“Engaging Polarized Audiences Through Storytelling”</p> <ul style="list-style-type: none"> • Lynn Melling, Content Strategist & Video Storyteller, Co-founder of 505 Productions
2:30 – 3:20	<p>“Leadership Case Study: How Thrivent Transformed its Communications Team to Support the Business”</p> <ul style="list-style-type: none"> • Jenna Reck, Vice President, Enterprise Communications, Thrivent 	<p>“News in Transition: The Evolution of Minnesota’s Local Media”</p> <ul style="list-style-type: none"> • Meg Martin, Associate Director of the Minnesota Journalism Center at the U of MN
3:30 – 4:30	<p>Closing Keynote</p> <p>“Go With the Flow: What a Decade of Hockey Hair Teaches Us About Creative Marketing”</p> <ul style="list-style-type: none"> • John King, Co-founder of OWNER / Pulltab Sports 	

Ver. 03.04.2026