# TEXT UPDATES

# Homepage

About Section:

Through inspiring keynotes, insightful talks, educational breakout sessions, compelling content, hands-on lessons and tons of networking, the INFLUENCE! Conference ignites the passion fueling the most innovative and successful healthcare marketers, IT professionals, executives and business leaders in the industry.

The INFLUENCE! Conference purpose is to provide the inspiration, education, and connections that attendees need to transform their provider organizations into consumer-centric businesses, delivering world-class consumer experiences.

# About page:

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### WHAT TO EXPECT

### Breakout Education Sessions

Learning from peers, sharing best practices, enhancing your professional development and discovering what’s next for the industry and the solutions that support your success every day. The hardest part? Choosing which session to attend.

Learn fro

### Inspiring Keynotes

With keynote speakers that motivate with their vision for improving healthcare, drive to engage consumers in their health, and innovative ideas to combine the power of marketing and IT- leave with the inspiration to go back to your organization and make a difference.

### Compelling Content

Industry stats, strategy, long-term planning, quick wins, tactical take-aways and everything in between. Soak up the knowledge and walk away with the information to empower your team to put into action what you learned.

### Friends, Food & Fun

There’s so much more to INFLUENCE! Conference than just great content-there’s also a whole lot of fun! With an infamous Headline event, networking breaks, cocktail hours, and gourmet food in a luxurious location-INFLUENCE! Conference is the premiere event to reconnect with old friends, meet new ones and create lifelong memories.

### WHAT ATTENDEES ARE SAYING

<Working on Getting 2 quotes from clients to include in this section> Can hide or wait to build out until I have it.

# Travel page:



### WHERE TO STAY

Discover a world of possibilities when staying at one of Florida’s premier resorts, the Orlando World Center Marriott. The hotel offers amazing on-site amenities such as a shuttle service to Walt Disney World®, the Falls Pool Oasis, featuring two 200-foot waterslides and nightly laser light show, championship golf course and golf instruction at Jack Nicklaus Academy, a full-service spa, and state-of-the-art fitness center. At Orlando World Center Marriott, our world is yours. To see more about the resort hosting the INFLUENCE! Conference, click [here](http://www.marriott.com/hotels/travel/mcowc-orlando-world-center-marriott/).

### WHEN TO COME AND GO

**Arriving:**

If you plan to attend the SHSMD Conference preceding the INFLUENCE! Conference, there’s good news! You’ll already be in Orlando and at the host hotel! So kick up your feet on Wednesday September 27th after the conference & enjoy an afternoon of relaxing at the luxurious resort before attending our can’t be missed Headline Event!

Not attending the SHSMD Conference this year? No worries! Fly into ORL international airport anytime by 5pm on Wednesday, September 27th to join us for the fun!

**Departing:**

Attendees can plan to depart anytime on Friday, September 29th. Sleep in and enjoy the resort or wake up early to get on a flight back home, your choice! Just be sure to plan to stay on Thursday, September 29th evening for the amazing Client Appreciation Dinner we have planned!