



2015 Government Relations Academy | *Influencing Public Policy: Enhancing the Voice of Essential Hospital Advocates*

The 2015 Government Relations Academy helps member government relations professionals advocate more effectively for their essential hospitals and patients.

2015 Government Relations Academy participants will

- advance their understanding of key federal legislative and regulatory issues;
- leverage communications strategies and tools with a communications colleague from their hospital;
- develop and conduct an advocacy campaign to achieve a legislative victory for their hospital; and
- build their professional network with government relations peers and seasoned mentors from essential hospitals.

Tuition includes these benefits:

- three in-person sessions for government relations professionals and one in-person learning session for communications professionals
- access to Washington insiders, policy experts, leading lobbyists and seasoned communications coaches
- curriculum materials
- networking events and some meals
- distance learning activities between in-person sessions
- complimentary registration for VITAL2015 in San Diego (a \$1,000 value)

Members will participate in three highly interactive sessions:

Session 1: Essential Hospital Issues: Key Opportunities and Challenges

March 2015 | Washington, DC
(Held with the spring Policy Assembly)

Session 2: Telling Your Story

June 2015 | San Diego
(Held with VITAL2015)

Session 3: Implementing Your Campaign

Fall 2015 | Washington, DC
(Held with the fall Policy Assembly)

Applications open Monday, Sept. 29. For more information, contact Erin Richardson at erichardson@essentialhospitals.org or 202-585-0557.