

inFORUM healthcareNEXT



This local program was developed collaboratively with Inforum HealthcareNEXT and the Midwest Chapter of the American College of Healthcare Executives. Program approved for 1.5 face-to-face credit.

Networking and Branding Yourself Online Wednesday, August 9, 2017

Event Details

Date: Wednesday, August 9, 2017

Time: 7:30 a.m., registration. 8-9 a.m., program.

Place: University of Michigan: North Campus Research Complex, Building 18, 2800 Plymouth Road Ann Arbor, MI 48109

Cost: \$35 for Inforum members & MCACHE members; \$45 for nonmembers. Includes continental breakfast.

[Registration](#)

Members of Inforum: Please login before completing registration.

Speakers

Eleni Kelakos

Eleni Kelakos is a presence and presentation expert - and the chief transformational officer of The Eleni Group. She uses performance techniques learned over 20 years as a professional actress in New York and Los Angeles to help executives be relaxed, real and relatable when they give presentations. Connect with Eleni [here](#).



Amanda Lewan

Amanda Lewan is the co-founder of Bamboo Detroit, a members-only co-working space in downtown Detroit that offers shared 24/7 access, desk space, conference rooms, coffee, Wi-Fi, workshops and a community of people to help your business grow.

Amanda also is a digital storyteller, who helps brands tell a larger story through content marketing, and is founder and editor of [Michipreneur](#), which connects entrepreneurs to events, people, resources, and news across the state. She has been featured on NPR, ABCs 20/20, Entrepreneur Magazine, The Nation, and The Detroit News. Connect with Amanda [here](#)



Brenda Meller

Brenda Meller's experience with social media began during the 2008 recession when she used LinkedIn to find her first position at Walsh, where she now is assistant vice president of marketing. She shared her experience and tips to job seekers through Walsh's "Take Charge" program in 2009-2010.



Brenda continues to present social media talks to local organizations that include Automation Alley, the Troy and Waterford Area chambers of commerce, the Institute for Supply Management-Southeast Michigan, and the Human Resources Association of Metro Detroit. She is the host of social media webinars through Walsh and the author of two blogs: [Marketing and Social Media](#) and a [blog on LinkedIn](#). Connect with Brenda [here](#).

Erin Rose

Erin Rose is the founder of Positive Detroit, the first website dedicated to highlighting the nice things people say about Detroit, and Every Two Minutes, which reports news and information about sexual assaults and rape culture. Erin currently is developing a comprehensive educational program that uses technology to lower the rate of sexual violence against women on college campuses.



Erin sits on the Hatch Detroit Executive Board and Bamboo Detroit Community Board. Erin has been featured in numerous publications such as the Time Magazine Blog, The Guardian, Huffington Post, Boston Herald, Detroit Free Press, and The Detroit News. Connect with Erin [here](#).

Moderator: Emily Stieber

Emily is the Social Media Strategist for Henry Ford Health System. Connect with Emily [here](#).

