

THE STUDIO Intensives

FALL 2018

Brand Journalism: An Immersion Experience

Nov 12 – 13 Hartford Hospital Center for Education, Simulation and Innovation
Hartford, Connecticut

Brand journalism is an evolving, critical core competency for systems seeking to establish brand leadership. Gone are the days when news releases and press conferences were central tools for headlines. Today, leading brands are building their own media functions, capable of engaging target audiences across an ever-growing span of traditional and digital communications channels. This session will immerse members in a brand journalist environment for a hands-on learning experience.

At the end of day two, members will select and work together on one or more brand journalism projects.

What we'll do and talk about:

- The future of brands: contextual, purpose-driven, participatory
- New roles: brand editor-in-chief, brand storytellers
- New rules: relevancy, immediacy, and co-creation
- Planning, developing, managing content that makes a difference
- Digital, AI, machine learning, and the Internet of Things (IoT)

SPRING 2019

The Future of Marketing Leadership in Healthcare

June 3 – 4 The ART, A Hotel, Denver, Colorado

In this session, members will dive into the changing competitive environment for healthcare systems, and focus on the evolving roles, priorities, functions, and expert capabilities of high performing marketing organizations. At the end of the day and a half session, members will choose one or more projects that they will work on together over the next six months.

Discussions we'll tackle:

- C-Suite challenges, perceptions and expectations
- Marketing futurists, growth strategists, experience architects
- Fostering customer centricity, experience and innovation
- Rise of the marketing technologists and data scientists
- Breaking through resistance to change

The Studio is spearheaded by Corrigan Consulting, a leading healthcare strategy firm. Corrigan has more than 20 years of industry experience and offers a wide range of tools to help its clients maximize their position, potential, and marketing operations for strategic growth.

