

Friday, May 21, 2010

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| 8 a.m. - 9 a.m. | Breakfast with Exhibitors | | | |
| 9 a.m. - 10:30 a.m. | <p>ADRP Awards & Scholarship Ceremony and General Session</p> <p>How to Market to People Who Are Not Like You: the New Market Segmentation</p> <p><i>Kelly McDonald, McDonald Marketing</i></p> | | | |
| 10:30 a.m. - 11 am | Break with Exhibitors | | | |
| 11 a.m. - 12 p.m. | Recruitment Topics | | Management Topics | CEO / Sr. Management or Special Topics |
| | <p>So You Think You Can...Chance It</p> <p><i>Marie Forrestal and Sharon Zetts</i></p> <p><i>New Jersey Blood Services</i></p> | <p>Speak Up</p> <p><i>Andrea Johnson</i></p> <p><i>MD Anderson</i></p> <p><i>Cancer Center Blood Bank</i></p> | <p>Making It Easy: A Project to Improve Accessibility and Opportunity to Donate</p> <p><i>Lynne Willdigg</i></p> <p><i>Scottish Blood</i></p> <p><i>Transfusion Service</i></p> | <p>Rethinking Incentives</p> <p><i>Panel Discussion</i></p> |
| 12 p.m.- 1:15 p.m. | <p>ADRP Annual Members' Luncheon</p> <p><i>(Included with Conference Registration Fee)</i></p> | | | |
| 1:30 p.m. - 3 p.m. | <p>Where Twitter Is What Birds Do</p> <p><i>Lydia Wallace</i></p> <p><i>American Red Cross</i></p> <p>My Blood Drive Is a Little Bit Country; IsYours a Little Bit Rock and Roll?</p> <p><i>William Scott Hill</i></p> <p><i>American Red Cross</i></p> | | <p>How to Make Over 50 Percent of Your Monthly Collections Type O!</p> <p><i>Amy Calhoun and Kristen Hatfield</i></p> <p><i>American Red Cross</i></p> | <p>Maximizing Hemasphere: Scheduling</p> <p><i>Michael Reale and Warren Whitmore</i></p> <p><i>Haemonetics</i></p> |
| | | | <p>Bridging the Divide: Recruitment and Collections</p> <p><i>Kelly McDonald</i></p> <p><i>McDonald Marketing</i></p> | |
| 3 p.m. - 3:30 p.m. | Break with Exhibitors | | | |
| 3:30 p.m. - 5 p.m. | <p>How a Challenge Program 'Energized' an Industry</p> <p><i>Lynne Willdigg</i></p> <p><i>Scottish Blood</i></p> <p><i>Transfusion Service</i></p> | | <p>Donor Center (Fixed Site) Recruitment: It's More Than Parties!</p> <p><i>Carol Mitchell</i></p> <p><i>Canadian Blood Services</i></p> | <p>Maximizing Hemasphere: Recruitment</p> <p><i>Michael Reale and Warren Whitmore</i></p> <p><i>Haemonetics</i></p> |
| | | | <p>Donor Engagement and Managing the Donor Relationship</p> <p><i>International Donor Loyalty Group</i></p> <p><i>Q & A Panel Discussion</i></p> | |
| 6 p.m. - 9 p.m. | <p>Host City Event: Cruise to Tillicum Village</p> <p><i>Hosted by Puget Sound Blood Center</i></p> <p><i>(Included in Conference Registration Fee)</i></p> | | | |