



The Association for Women
in Communications

NATIONAL CONFERENCE

versatility

Elevating your voice in changing times

September 29 - October 1, 2022

Kansas City, Missouri

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SCHEDULE AT A GLANCE

Thursday, September 29, 2022

1:00 - 4:30 PM

WORKSHOP: Communicating at the Brink:
Finding Your Power During Times of Stress
Speaker: Lynne Smelser

5:30 - 7:30 PM

Evening Welcome Reception

Friday, September 30, 2022

8:15 - 9:30 AM

Welcome Keynote: How to Communicate
Better, Faster
Speaker: Kristin Graham, Unlock the Brain

9:30 - 9:45 AM

Break

9:45 - 11:00 AM

Giving Voice to Those Who Have Been
Silenced
*Speaker: Kathleen Greely, Diversity Council of
Toledo*

11:00 - 11:15 AM

Break

11:15 AM - 12:45 PM

Lunch
*Headliner Honoree: Sue Voyles, Logos
Communications*

Friday, September 30, 2022 - continued

12:45 - 1:00 PM

Break

1:00 - 2:15 PM

Seeing Yourself in the Future: Inheritance
Versus Legacy Creation
*Speaker: Ethel Davis, VZD Capital
Management, LLC*

2:15 - 2:30 PM

Break

2:30 - 3:45 PM

Hootsuite: How Hootsuite Can Streamline
Your Social Media Communications
Speaker: Melanie Gaboriault, Hootsuite

3:45 - 4:00 PM

Break

4:00 - 5:15 PM

How to Get Your Message Across on Camera
*Speaker: Erica Schweitzer, Smith Geiger
Group*

5:15 - 5:45 PM

Break

5:45 - 6:30 PM

Clarion Awards Cocktail Reception

Friday, September 30, 2022 - continued

6:30 PM

Clarion Awards / Matrix Dinner
International Matrix Honoree: Tara Gatewood

Saturday, October 1, 2022

8:00 - 9:45 AM

AWC Connects

9:45 - 10:00 AM

Break

10:00 - 11:15 AM

Building a Diverse Workplace
*Speaker: Dr. Andrea Hendricks, Senior
Executive Director & Chief DE&I Officer, Cerner
Corporation*

11:15 - 11:30 AM

Break

11:30 AM - 1:00 PM

AWC National Awards Luncheon/National
Business Meeting

1:00 PM - Conference concludes



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MEET OUR SPEAKERS

LYNN SMELSER



Lynne M. Smelser, Ph.D., is a writer, public speaker, educator, media producer, and owner of SilverBox Institute.

KRISTIN GRAHAM



Kristin Graham is the founder of Unlock, which looks to the latest on neuroscience, psychology, and habits to figure out how to unlock potential and performance.

KATHLEEN GREELY



Kathleen Greely is a proven visionary leader with a Management and Organizational Development degree. Kathleen is the Regional Vice President of the U.S. Coalition of Black Women Businesses, and President | CEO of Community Reinvestment Coalition - Englewood SW

SUE VOYLES



Sue Voyles is a writer, journalist, communicator, marketing pitching guru and storyteller. Sue is the founder and owner of Logos Communications, Inc., with more than 30 years in the communications and marketing field.

ETHEL DAVIS



Ethel Davis brings 26 years of investment experience and is recognized by Kansas City Business as a 5-star Wealth Manager.

MELANIE GABORIAULT



Melanie Gaboriault is Hootsuite's senior director of global corporate communications responsible for PR, experiential marketing and customer advocacy. She excels at developing and executing strategy that engages, informs, entertains and persuades.



ERICA SCHWEITZER

Erica Schweitzer is a multimedia producer with a background in visual storytelling. Erica is a media coordinator for strategy firm Smith Geiger Group.



TARA GATEWOOD

Tara Gatewood is currently leading a multi-year initiative focused on violence against Native American women and girls in the US.



ANDREA HENDRICKS

Andrea Hendricks, EdD, CDE is an executive who provides strategic vision, guidance and tactical blueprint in the design, development and execution of key Human Resources and Diversity, Equality and Inclusion programs.



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REGISTRATION & LOCATION

Registration Types & Fees

Active Members	\$450.00
Non-Members	\$560.00
Student	\$185.00
Group Registration	\$325.00

For more registration options please visit womcom.org/awc-national-conference.



The Association for Women in Communications 2022 National Conference will be held in Kansas City, Missouri.

Hotel Information:

The Fontaine
901 W. 48th Pl
Kansas City, MO 64112
816-754-6514

