

NaRCAD's 2<sup>nd</sup> Annual AD Virtual Summit:  
**“A COMMITMENT TO INCLUSIVITY: EQUITABLE APPROACHES TO AD”**  
**Wednesday, June 26, 2024 | 12 PM - 5 PM ET**

*Content and time subject to change | Platform links will be shared via email prior to the Summit  
 Session recordings will be available one week after the Summit*

<b>Time</b>	<b>Session</b>
<b>12:00 PM</b> 25 MIN	<b>WELCOME &amp; KICK-OFF</b> <i>We invite you to consider equity and inclusivity within the important work that you do.</i>
<b>12:25 PM</b> 50 MIN	<b>LEADERSHIP SPOTLIGHT: YOU ASK, THEY ANSWER!</b> <i>Join us in a real-time interview with two experts in the field of AD. Ask them anything!</i>
<b>1:15 PM</b> 15 MIN	<b>BREAK</b>
<b>1:30 PM</b> 75 MIN	<b>PROGRAM DEVELOPMENT WORKSHOPS: AD COURSE CATALOG</b> <i>You'll pick one workshop to attend and leave with tangible resources to take back to your own program and detailing work. Workshops are open to all skill levels!</i> <ul style="list-style-type: none"> <li>• <b>“AD 101: The Basics of a Powerful Strategy for Change”</b></li> <li>• <b>“Beyond Statistics: Integrating Patient Voices into Detailing Campaigns”</b></li> <li>• <b>“Handling Stigmatizing Conversations: Responding to Clinicians with Integrity”</b></li> </ul>
<b>2:45 PM</b> 30 MIN	<b>BREAK</b>
<b>3:15 PM</b> 75 MIN	<b>NEW DIRECTIONS: LEADING THE CHARGE IN AD INNOVATIONS</b> <i>We're highlighting programs working on innovative new topics.</i>
<b>4:30 PM – 4:55 PM</b> 25 MIN	<b>THINK TANK: REFLECTIONS ON EQUITABLE DATA SOURCING</b> <i>Join us in an interactive conversation on the impact and challenges of sourcing equitable data for inclusive detailing campaign development.</i>
<b>4:55 PM – 5:00 PM</b> 5 MIN	<b>WRAP-UP &amp; EVALUATIONS</b> <i>Tell us how we did and learn what we have in store for Day 2.</i>



NaRCAD's 2<sup>nd</sup> Annual AD Virtual Summit:  
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**Thursday, June 27, 2024 | 12 PM - 5 PM ET**

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<b>Time</b>	<b>Session</b>
<b>12:00 PM</b> 15 MIN	<b>WELCOME &amp; KICK-OFF</b>
<b>12:15 PM</b> 75 MIN	<p><b>PROGRAM DEVELOPMENT WORKSHOPS: AD COURSE CATALOG</b>  <i>You'll pick one workshop to attend and leave with tangible resources to take back to your own program and detailing work. Workshops are open to all skill levels!</i></p> <ul style="list-style-type: none"> <li>• <b>“Own Your Space: Building Confidence and Embracing Your Unique Skillset”</b></li> <li>• <b>“Cultivating Commitment: Strategies for Achieving Leadership Buy-in”</b></li> <li>• <b>“Community Synergy: Uniting Against Health Disparities”</b></li> </ul>
<b>1:30 PM</b> 30 MIN	<b>BREAK</b>
<b>2:00 PM</b> 75 MIN	<p><b>BEST PRACTICES SPOTLIGHT: EMBRACING INCLUSIVE EXCELLENCE</b>  <i>We're highlighting programs working on innovative new topics that address health disparities.</i></p>
<b>3:15 PM</b> 30 MIN	<b>BREAK</b>
<b>3:45 PM</b> 60 MIN	<p><b>FOLLOWING YOUR LEAD: COMMUNITY ROUNDTABLE FOR ACTIONABLE CHANGE</b>  <i>You'll work with peers to brainstorm ideas to build a more inclusive learning community with NaRCAD.</i></p>
<b>4:45 PM – 5:00 PM</b> 15 MIN	<p><b>WRAP-UP &amp; EVALUATIONS</b>  <i>Tell us how we did and what you want to see at next year's AD Summit.</i></p>

