

# Addiction Executives Industry Summit

[AXIS](#) – March 4-7 in Ponte Vedra Beach, FL

**Monday March 5, 2018**

**Session Title:** *Business Development Keynote: Ethical Communications in Marketing Part 1*

**Presenter:** Harry Nelson

In this course, you examine the fundamental questions, “What is ethical communications in marketing?” and “Why is it so important?” With legal and marketing experts as your guides, you explore key issues related to ethical communications in marketing through the lens of state and federal regulations, including the Federal Trade Commission. You consider how to best promote transparent, truthful, and substantiated marketing statements while avoiding false, misleading, and unfair ones. You also examine the increasingly important role of professional ethics as it relates to social networking and social media.

**Session Times:**

Morning Break in the Exhibit Hall 10:00 AM – 10:45 AM

Monday Morning Topic Forums 10:45 AM – 12:15 PM

Monday Luncheon 12:15 PM – 1:45 PM

**Session Title:** *Business Development Keynote: Part 3*

**Presenter:** Harry Nelson

**Session Times:**

Afternoon Break in the Exhibit Hall 3:30 PM – 4:15 PM

Monday Afternoon Topic Forums 4:15 PM – 5:45 PM

**Tuesday March 6, 2018**

**Session Title:** *Business Development Keynote: Ethical Compensation Practices in Healthcare Marketing Part 1*

**Presenter:** Harry Nelson

In this course, you examine the fundamental questions, “What are ethical compensation practices in healthcare marketing?” and “Why are they so important?” With legal experts as your guides, you explore legal and ethical best practices related to contracts and client rights, compensation of marketers, and call centers and lead generation. You also consider how to avoid common compensation pitfalls, such as fraud and abuse, exploitation, inducements, brokering, and kickbacks.

**Session Times:**

Morning Break in the Exhibit Hall 10:00 AM – 10:45 AM



Tuesday Morning Topic Forums 10:45 AM – 12:15 PM

Tuesday Luncheon 12:15 PM – 1:45 PM

**Session Title: Business Development Keynote: Part 3**

**Presenter: Harry Nelson**

**Session Times:**

Afternoon Break in the Exhibit Hall 3:30 PM – 4:15 PM

Tuesday Afternoon Topic Forums 4:15 PM – 5:45 PM