Riverside Health System Conference/Symposium Planning Checklist

Below is the Information we generally need to create the Save the Date, brochure, day-of assets, the credit card payment portal (Event Manager) and the conference subsite. We will need 6 weeks prior to the save-the-date and registration timeframe to create deliverables and we recommended the registration and website be live for 4-6 weeks prior to the date of the conference.

Conference name:
Riverside 15th Annual Advanced Practice Provider Conference

Sponsor/host(s) (logo)

Riverside Health

Presented by Riverside Medical Group Advanced Practice Provider Committee

Date(s): Saturday, February 6, 2027

Start/end time(s) for each day: 7:15 a.m. to 3:30 p.m.
In person only event (please include this on front page of brochure)

Location: Newport News Marriott at City Center, 740 Town Center Drive, Newport News, VA 23606

Please include this statement on front page of brochure: *Conference includes breakfast & lunch.*

Contact Person
For Registration questions, please contact Michelle Warren at michelle.warren@rivhs.com or 757-316-5800

Day of Conference contact: Text or call Terry Thompson at 757-298-8019

Agenda
See attached Agenda **After Brochure is finalized, please also create a separate AGENDA-only 2-pg. document that can be printed double-sided to distribute at the conference to all attendees.
Add Marriott Wifi info to top right corner like last year (**bolded to stand out**)

Wifi Network: Riverside APP2027
Password: RIVERapp02202

NOTE TO DESIGNER: These statements must be exactly as listed below.

INFORMATION

Accreditation Statement: CME/CNE jointly provided by UVA Health and Riverside Health. Conference is approved for 6.0 CME.

Financial Support: This educational activity is supported by Riverside Health and Riverside Medical Group. Disclosure of faculty and commercial relationships will be made at the activity.

Target Audience: All Advanced Practice Providers and students enrolled in an advanced practice provider curriculum.

Nursing Contact Hours: Nursing contact hours/pharmacology credit: pending approval from Riverside Health.

Hosted by: Riverside Health

COMMITTEE
Riverside Medical Group Advanced Practice Provider Conference Planning Committee

Conference Chairpersons:
Sarah Halvorsen, FNP-C, ENP-C (Chairperson)
Tammy Hedspeth, FNP-C (Exhibitor Coordinator/Co-Chairperson)
Terry Thompson, ACNP-BC, FHM (CME Coordinator/Co-Chairperson)

Committee Members
Sarah Aledia, AGACNP-BC
Sara Ambrose, PA-C
Hannah Dun, FNP-BC (Exhibitor Coordinator)
Brittany Fields, PA-C (Student Liaison)
Latosha Foster, FNP (Community Outreach Coordinator)
Ashley Gause, DNP, FNP-BC, ENP-C
Julie Lear, ACNPC-AG, AGPCNP-C
Kelli MacAdam, DNP, CNM
Lindsay Otis, FNP-C (Student Liaison)
Omari Peterkin, PMHNP
Tiffany Schaefer, PA-C (Poster Coordinator)
Nehemiah Thrash, M.D.
Meenal Walia, PA-C (Poster Coordinator/Community Outreach Coordinator)

REGISTRATION
Conference is open to all Advanced Practice Providers and Advanced Practice Provider Students.

REGISTER ONLINE by JANUARY 18, 2027
(Include link to registration here – usually riversideonline.com/app)
Register before January 1, 2027, and you'll be entered in a raffle for a chance to win a special prize!
Make this stand out or highlight please

Registration Fees:

Riverside NP/CNM/PA	$50
Non-Riverside NP/CNM/PA	$125
NP/CNM/PA Students	$40

Payment types accepted: Credit Card or Check
A nominal convenience fee is added to credit card payments.

Mail-in payment address:
Riverside Medical Group
Attn: Michelle Warren, APP Conference
856 J Clyde Morris Blvd., Suite A
Newport News, VA 23601

Check payable to: Riverside Physician Services
(Memo: APP Conference)

REFUNDS: Will be made until Jan. 11, 2027, less a $15 administrative fee. No refunds after this date.

**Make this a live link for booking hotel room

Book your group rate for Riverside APP Conference $129/night until Jan. 10, 2027, or call 866-329-1758 and ask for "Riverside APP Conference" group block.

GIVE BACK TO THE COMMUNITY

The Riverside Medical Group APP Committee invites our conference participants to "GIVE BACK" to our communities.

The Riverside Simulation Training Lab, dedicated in memory of Dr. Brandon D. Rogers, is the culmination of a three-year collaborative effort among the Rogers Family, Community Donors, Riverside Medical Staff, and the Riverside Foundation. This 8,400 square-foot facility outfitted with specialized clinical areas and a procedural suite is designed to emulate the clinical environment and provide a safe place for medical staff/providers to develop, learn and practice skills to ultimately improve patient care.

For more information and a Virtual Tour:

To make a donation, please visit us online here.

**Note to designer: Use QR Code like last year.

https://www.riversideonline.com/foundation/support-riverside/gift-destinations/medical-simulation-fund

THRIVE Peninsula

Helping Virginia Peninsula families through difficult times

SCAN HERE

Support Riverside Health APP Conference goal!

Ways We Help

- Financial Coaching & Budget Planning
- Free Food Market
- Free Children's Bookstore
- Assistance with IDs, Birth Certificates & Community Benefits
- Emergency Financial Assistance for Housing & Utilities

Most Needed Items

- Jelly
- Cereal
- Pasta
- Pasta Sauce
- Condiments
- Baking Mix

SCAN HERE

To learn more about THRIVE Peninsula and how we serve the community!

Learn More or Donate at THRIVEPeninsula.org | 757-877-6211
12749 Nettles Drive, Newport News, VA 23606

THRIVE Peninsula is a 501(c)(3) nonprofit serving families throughout the Virginia Peninsula. **[Riverside 2027 Conference Insert | PDF]**

** Please shade this and make it stand out about item donations**

Additional Info for REGISTRATION PORTAL and WEB LANDING PAGE:

Opening Summary for Web Landing Page:

Riverside's 15th Annual APP Conference brings together expert clinicians and thought leaders for a day of learning, innovation, and professional development. A featured highlight of the conference is keynote speaker Wally Schmader, national leadership expert and co-owner of Leadership Lab, who will challenge attendees to elevate their influence, communication skills, and ability to lead change in today's complex healthcare environment. Complementing this leadership-focused session are evidence-based presentations and specialty-specific breakout tracks addressing some of the most relevant topics in contemporary practice, from alcohol use disorder and chronic pain management to cardiovascular risk reduction, women's health, pulmonary hypertension, and emerging therapies. Attendees will leave with practical strategies to strengthen patient care, expand clinical knowledge, and grow as healthcare leaders.

Exhibitors: YES, please have a separate web page for Exhibitors. They do not need to register, just some need a payment link to pay by credit card.

Exhibitor Fee: $1300

Exhibitor Registration Deadline: January 11, 2027

See attached Exhibitor Letter with information to be included on Exhibitor page.

Poster Presentations:
Yes, will have titles and presenter names added to the main landing webpage. *Poster info will be available closer to conference date.
Will also need the one-page Poster Flyer with a QR code like previous years.

For the Registration portal – Same fees as 2026

Registered As*
Riverside NP/CNM ($50)
Riverside PA ($50)
Non-Riverside NP/CNM ($125)
Non-Riverside PA ($125)
NP/CNM Student ($40)
PA Student ($40)

Registration form *all fields required
First Name
Last Name
Credentials/Title
Email address
Street
City
State
Zip code
Mobile phone
Company or Practice Name

Practice Setting
- Family Practice
- Internal medicine
- ED
- Hospitalist
- Cardiology
- Pulm/Sleep
- Thoracic/Vascular
- Nephrology
- Neuro/Neurosurgery
- Oncology
- Women's Health
- Orthopedics
- GI
- Surgical/Trauma
- Critical Care
- Urology
- ENT
- Other

Participant Type
- Riverside NP/CNM
- Riverside PA
- Non-Riverside NP/CNM
- Non-Riverside PA
- NP/CNM Student
- PA Student

If you are a student, are you attending Student Networking Session?
- Yes
- No

Payment method
- Credit Card
- Check

**FYI- We are not doing the Breakout Session drop down menus this year as we had done in previous years.
**Some things to note when setting up Registration fields:
--Make sure ALL fields are REQUIRED.
--For entering **Credentials**, make sure it accepts "punctuation" (i.e., DNP, MSN, RN)

Who should receive registration/RSVP emails? **Michelle Warren**
Max # of attendees for the event? **200**
Max # per registration type? No
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Marketing Assistance Needed
Coded (formatted) Save-the-date email -- **Just the coded email for Registration – will send wording for that as we get closer.**
- If yes, when does the coded email need to go out? **Michelle Warren will send when brochure/registration is ready.**

Brochure/flyer
- Print -- **NO**

Digital – **YES**

As noted above, separate AGENDA-only document to give attendees on day of conference.

Print – NO (we will print ourselves)

Digital -- YES

Event signage –

RSVP landing page for free registrations or Credit Card registration capability – **YES**

If yes, when does the registration portal need to go live? **December 1**

Do you want pre-conference promotion on the intranet and/or internet, if conference is open to the public)? **YES**

Do you want to promote the conference on social media during the registration period? **YES**

Do you need professional photos taken at the event? (At cost; you may take your own photos and provide them to marketing for any post conference requests.) **NO**

Do you want post conference blogs, news items, or social media posts? **YES**

Will you need printed materials that include information on the agenda, speakers, and/or CEUs? (Please note: We cannot change designed/printed assets once they have been approved and completed; these materials must be generated after all information is final and submitted to marketing. If these are not needed, we **can** add the details to the webpage once it is finalized.) **NO printed materials needed**