

All events are in the Radisson Hotel Conference Center (6th Floor) unless otherwise noted.

Wednesday, June 2

BCA Board of Governors, Clarendon Room
HeSCA Board of Directors, Berkeley Room

6:00 – 8:00 pm

Opening Reception, BCA BioImages and HeSCA Media Festivals
Dartmouth Room

Thursday morning, June 3

7:30 – 8:30 am

Full Breakfast, Exeter Room

8:30 – 9:30 am

Maria Ikenberg Lindberg Keynote Address
Arlington Room
Charlene Baron, Moderator

Darwin and the Survival of the BioCommunicator
Domenic Screnci, EdD, Boston University

9:30 – 10:00 am

Group Photo – Taken by Susanne Loomis

10:00 – 10:30 am **Break**

Concurrent Session:

Photographic Documentation

Arlington Room
Jim Fosse, Moderator

10:30 – 11:00 am

Panoramic Photographs of the Alaskan Frontier by the USGS, 1911-1932

Richard Schneider, National Archives and Records Administration

11:00 – 11:20 am

Documenting Diversity: The Madrean Archipelago Biodive

Charles Hedgcock, University of Arizona
Dale Turner, The Nature Conservancy

11:20 – 11:40 am

Cameras in the Ocean, Cameras in the Sky – Innovative Use of Digital Imaging Technology
Karna McKinney

Alaska Fisheries Science Center, NMFS, NOAA

11:40 am – 12:00 pm

A New, Permanent Digital Data Archiving Solution

Mark Maio, Digital Imaging Institute

Concurrent Session:

Getting the Word Out

Exeter Room
Kathy McFall, Moderator

10:30 – 11:00 am

Search Engine Marketing

Tom Fauls, Boston University

11:00 – 11:20 am

Reaching Your Audience via Video and the Web: Techniques in PR and Communications

Ted Wayman, Videolink

11:20 – 11:40 am

Reduce, Reuse, Recycle – Making time for social media in the workplace

Donna Queza, MedArt

11:40 am – 12:00 pm

Print vs. Web

Mark Saba, Yale University

Thursday afternoon, June 3

12:00 – 2:00 pm Business Luncheons

ABCD: Berkeley Room

BCA: Carver Salon Three (2nd floor)

HeSCA: Carver Salon Two (2nd floor)

2:00 – 3:00 pm

Session theme: **Augmenting Reality**

Arlington Room

Arlyn Bonfield, Moderator

Keynote: **Augmented Reality, Learning and Games**

Eric Klopfer, PhD, Massachusetts Institute of Technology & The Education Arcade

3:00 – 3:20 pm

Break

Concurrent Session:

Augmenting Reality (con't)

Arlington Room

Arlyn Bonfield, Moderator

3:20 – 3:50 pm

Finding the Game in Science Learning

Scot Osterweil, MIT and The Education Arcade

3:50 – 4:20 pm

Creating a “Wow” with Augmented Reality

Doug Young, Hyperactive

Arlyn Bonfield, Biomedical Media

4:20 – 4:50 pm

Reenergizing the Internal TV Channel with Digital Signage

Patricia Mitrano, Newark Beth Israel Medical Center

Concurrent Session:

Preserving History in Pictures

Exeter Room

Susanne Loomis, Moderator

3:20 – 3:40 pm

The Use and Preservation of Harvard's Historic Scientific Photographs

Brenda Bernier, Harvard University Library

3:40 – 4:00 pm

Profiles in Science: A digital library

Marie Gallagher and Aaron Navarro, National Library of Medicine

4:00 – 4:20 pm

PACS for Patient Image Storage

Cindy Brodoway and Pam Kleinsasser, Nemours

4:20 – 4:50 pm

Cataloging Power of Lightroom

Bob DiNatale

5:00 – 7:00 pm

Reception and Auction

Dinner on your own

ABCD Roundtable Dinner (ABCD members only, meet at auction)

Friday morning, June 4

7:30 – 8:30 am

Continental Breakfast, Exeter Room

8:30 – 9:30 am

Session theme: **Management Challenges**

Arlington Room

Lynda Banzi, Moderator

Keynote: **Strategic Planning: You CAN get there from here**

Allison Rimm, Massachusetts General Hospital

9:30 – 10:00 am

Networking: Helping each other get there from here

Lynda Banzi, Massachusetts General Hospital

10:00 – 10:30 am

Break: Network with our Sponsors

Exeter Room

Concurrent Session:

Management Challenges

(con't)

Berkeley Room

Mary Dorta, Moderator

10:30 – 11:00 am

**Manager as Communicator:
A case study in developing
a strategic communication
plan**

Ken Michaels, NCI-Frederick

11:00 – 11:30 am

**Managing a Major Website
Redesign**

Shawn Gross, Massachusetts
General Hospital

11:30 – 12:00 pm

**LinkedOut: A Networked
Clinical Image Database**

Kathy McFall, Southern General
Hospital

Concurrent Session:

Workshop

Arlington Room

Charlene Baron, Moderator

10:30 am – 12:00 pm

**PhotoShop: Photographic
Features and Workflows**

Colin Fleming, Adobe Systems

Concurrent Session:

Workshop

Clarendon Room

10:30 am – 12:00 pm

**Social Media for
Professional
Communicators: Concrete
steps for getting started
and making a difference**

Steve Quigley, Boston University

Friday afternoon, June 4

12:00 – 2:00 pm

Luncheon: Network with our Sponsors

Exeter Room

2:00 – 5:15 pm

Workshops/Field Trips

Adobe Creative Suite: Integration & Workflows

Colin Fleming, Adobe Systems

Arlington Room (90 minutes, followed by InDesign workshop)

Adobe InDesign

Colin Fleming, Adobe Systems

Arlington Room (90 minutes, preceded by Creative Suite workshop)

Facilities Design: Best practices for the procurement and design of mediated systems

Stewart Randall, Communications Design Associates

Berkeley Room

Making Websites, Multimedia and PDFs Accessible to Everyone

Geoff Freed, National Center for Accessible Media, WGBH Educational Foundation

City Room (1st floor)

Adobe Lightroom Essentials

Bob DiNatale, Adobe Certified Expert in Photoshop Lightroom

Clarendon Room

New England Aquarium with Behind-the-scenes tour

Meet in hotel lobby at 1:50 pm to depart for Aquarium

6:00 pm

Boston Duck Tour (optional event, with or without dinner)

Meet in hotel lobby at 5:50 pm

Return to hotel on your own

Saturday morning, June 5

7:30 – 8:15 am

Continental Breakfast, Exeter Room

Morning theme: **Communicate for Understanding**

Arlington Room

Lynn Povanda, Moderator

8:15 – 9:15 am

Keynote: **Reframing Health Education: The power of musical messages**

Machelle (Mache) Siebel, MD, HealthRock and UMass Medical School

9:15 – 9:40 am

Making Numbers Make Sense: Clearly conveying concepts of quantity, time and risk

Helen Osborne

9:40 – 10:05 am

Universal Design in Health and Medical Information and Communications

Larry Goldberg, National Center for Accessible Media, WGBH Educational Foundation

10:05 – 10:30 am

Break

Concurrent Session:

Enhancing Interactive Communications

Arlington Room

Jim Huff, Moderator

10:30 – 10:50 am

Media Tools for Shared Decision Making

Tom Kidder, Dartmouth-Hitchcock Medical Center

10:50 – 11:10 am

BreastDex: Helping women make breast cancer surgery choices

Bolette Jones,

11:10 – 11:40 am

All Together Now: Online coursework, collaboration, and the learning community

Pauline Hamel, EdD, Timothy Sullivan and Mario Nacinovich, Jr., Boston University Metropolitan College

11:40 am – 12:10 pm

Optimizing Search Within a Clinical Diagnostic Decision Support System

Art Papier, MD and Glen Hintz, Logical Images

Concurrent Session:

Production Techniques

Exeter Room

Bob Turner, Moderator

10:30 – 10:50 am

Patient Scheduling Solution

Cindy Brodoway and Pam Kleinsasser, Nemours

10:50 – 11:40 am

InfoShare

11:40 – 12:10 am

Lightroom and Xrite's ColorChecker Passport

Bob DiNatale

Saturday afternoon, June 5

12:10 – 2:00 pm Lunch on your own	
<p>Concurrent Session: Behind the Lens Arlington Room Adam Cooper, Moderator</p> <p>2:00 – 2:20 pm Digital Panoramic Photographs Richard Schneider, National Archives and Records Administration</p> <p>2:20 – 2:40 pm “Sliding Doors” The Duality of Making a Living and Doing What You Love Mark Maio, Digital Imaging Institute</p> <p>2:40 – 3:30 pm Show Us Your Stuff</p>	<p>Concurrent Session: Enhancing Interactive Communications (continued) Exeter Room Mark Saba, Moderator</p> <p>2:00 – 2:20 pm Improving Physician Problem Solving with Interactive Cases Graham T. McMahon, MD, New England Journal of Medicine</p> <p>2:20 – 2:40 Combining Flash and XML: The NEJM Experience Daniel Muller, New England Journal of Medicine</p> <p>2:40 – 3:00 All in the Family: Staging photo shoots with client teams as actors in eLearning storytelling Hal Stokes, Illumina Interactive</p>
3:30 – 3:45 pm Break	
<p>3:45 – 4:45 pm Ann Shiras Pioneer Members Lecture Arlington Room Richard Frederickson, Moderator</p> <p>More Than Pretty Pictures Felice C. Frankel, Harvard University and MIT</p>	
4:45 – 6:30 pm Break	
6:30 pm + Awards Reception, Banquet and Awards Ceremony Carver Salon (2 nd floor)	

Sunday, June 6

<p>4:30 am – 4:30 pm Workshop</p> <p>Creativity and Composition: Photographing Boston Bill Fortney, Nikon Professional Services Meet in Hotel Lobby at 4:30 am Carver Salon One (2nd floor) later in the day</p>
