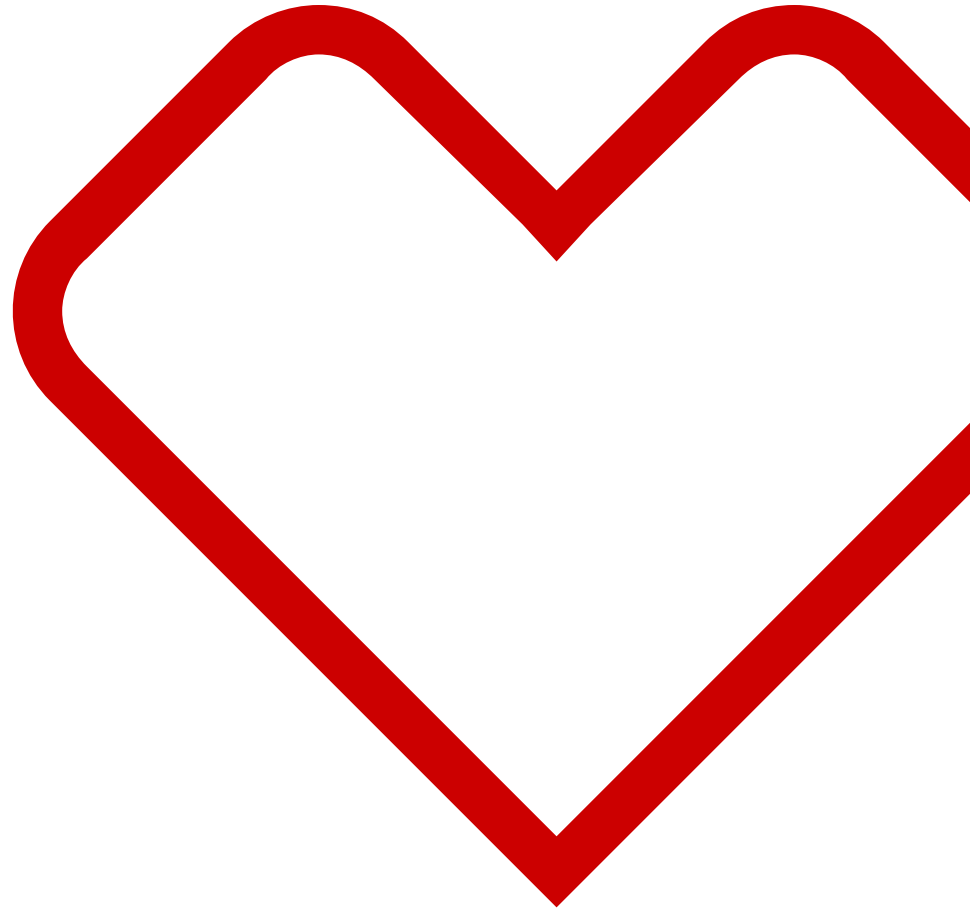




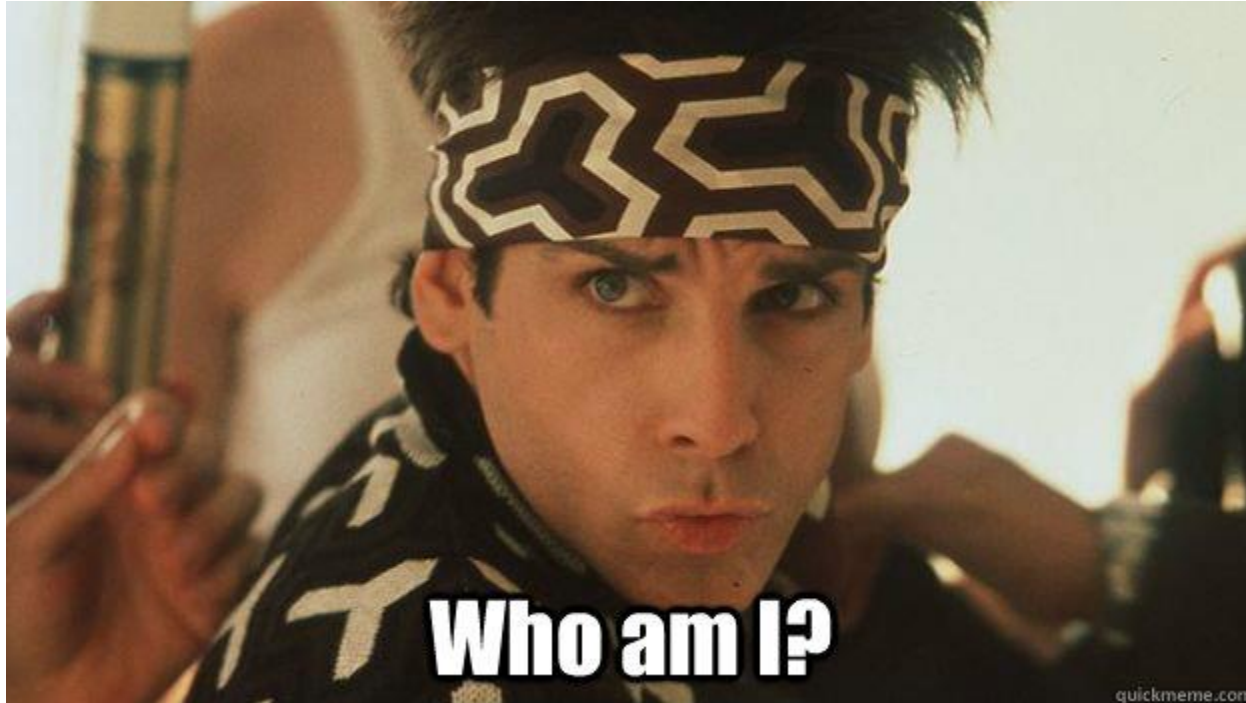
Old Becoming New Again

Julie Rinehart

August 3, 2016



Background

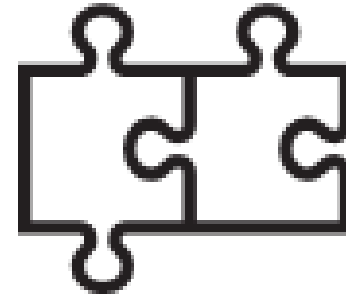


Program Goal

Compliance Driven



Human Sensor Network



Internal Events

BUSINESS UNIT PRESENTATIONS



LUNCH TABLES



Senior Leadership Meetings



Retail Conference





Information Security Conference



PBM Conference





Lessons Learned

- **Candy has few enemies**
- **Giveaways should be small, light, and desirable**
- **Tailor handouts to the audience**
- **Shout outs from speakers increase traffic**



Thank You

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