

Tuesday, October 18

8:00 – 8:20	<p>WELCOME AND GREETINGS Xavier University, TriHealth</p>
8:20 - 9:20	<p>KEYNOTE PRESENTATION: THE BRAND IMAGE OF NURSING: WHO WE ARE, WHO WE WANT TO BE Tom Hayes, PhD and Judi Godsey, PhD, MSN, RN</p> <ul style="list-style-type: none"> ➤ Describe the Brand Image of Nursing as perceived by Registered Nurses ➤ Explore research findings describing nurses' current versus desired image.
9:20 – 9:30	BREAK
9:30 – 10:30	<p>BRAND IMAGE OF NURSING: PERCEPTIONS OF THE PUBLIC (OH MY!) Judi Godsey, PhD, MSN, RN and Tom Hayes, PhD</p>
10:30 – 10:50	<p>INTERNATIONAL BIN RESEARCHERS FROM CHINA AND OMAN</p> <ul style="list-style-type: none"> • Lu Zhou, PhD, MS, RN, Rajamangala University of Technology, Tawan-OK, Thailand • Judie Arulappan, PhD, MSC(N), DNSc, RN, Sultan Qaboos University, Al khoudh, Muscat, Sultanate of Oman <ul style="list-style-type: none"> ➤ Describe the Brand Image of Nursing among the public ➤ Explore national/international research findings comparing public/nurses' perceptions of the brand image of nursing.
10:50 – 11:00	BREAK
11:00 – 11:30	<p>TAPPING INTO NURSING'S AUTHENTIC POWER TO LEAD Kelly Bohnhoff, PhD, RN</p>
11:30 – 12:00	<p>TIME TO RE-IMAGINE NURSING IN A WORLD WHERE ALL NURSES ARE LEADERS Janice Brewington, PhD, RN, FAAN</p>
12:00 – 12:30	<p>ALL NURSES ARE LEADERS: SHIFTING COLLECTIVE CONSCIENCE FROM BARRIERS TO OPPORTUNITIES 3 Breakout Rooms (Pick 1 Session):</p> <p>1) Education, 2) Practice, 3) Research/Technology/Policy/Others TBD based on registrations</p> <ul style="list-style-type: none"> ➤ Consider strategies that advance the brand image All Nurses are Leaders across all corners of the nursing profession and throughout the public domain.
12:30 – 1:00	LUNCH
1:00 – 2:20	<p>EXPERT LEADER PANEL DISCUSSION Moderated by Tom Hayes, PhD, Dean Williams College of Business</p> <ul style="list-style-type: none"> • Janice Brewington PhD, RN, FAAN, Chief Program Officer, National League for Nursing, Washington, DC • Nelda Godfrey, PhD, ACNS-BC, RN, FAAN, ANEF, Professor and Associate Dean, Innovative Partnerships and Practice, University of Kansas School of Nursing • M. Lindell Joseph, PhD, RN, FAAN, FAONL, Clinical Professor and Director, Health Systems/Administration Program, The University of Iowa • Judi Godsey, PhD, MSN, RN, DNP Faculty, University of Kentucky, Co-Founding Director, Institute for the Brand Image of Nursing

	<ul style="list-style-type: none"> ➤ Recognize sources of knowledge for brand theory, marketing strategies, and branding techniques that support All Nurses are Leaders as the consistent brand image for the nursing profession. ➤ Apply principles of brand theory in the redesign of a nurse leader brand image that supports nursing recruitment, retention, and professional self-actualization.
2:20 – 2:30	BREAK
2:30 – 3:20	<p>ROUND TABLE BREAK OUT DISCUSSIONS: TRANSLATING RESEARCH INTO PRACTICE Virtual Breakout Rooms: Pick 1 session</p> <ul style="list-style-type: none"> • Nursing Practice: Discussion Led by Chief Nursing Officers • Nursing Educators: Discussion Led by Deans/Directors • Other Focused Breakout Sessions: TBD
3:20 – 3:55	<p>ROUND TABLE SHARING: HOW TO LIVE THE BRAND IMAGE ALL NURSES ARE LEADERS</p> <ul style="list-style-type: none"> ➤ Strategize innovative ways to integrate, communicate, advocate, and transform the brand image All Nurses are Leaders at state, national, and international levels.
3:55 - 4:00	EVALUATIONS/BREAK
4:00 – 5:00	VIRTUAL HAPPY HOUR RECEPTION/NETWORKING

Attendees must stay for duration of the program to be awarded contact hours for continuing nursing education provide license number upon registration and complete an evaluation for the program. Partial credit will not be awarded for any session. We reserve the right to cancel or alter the program if unanticipated circumstances necessitate changes.

The Kentucky Nurses Association is an approved provider of continuing nursing education by the Kentucky Board of Nursing (KBN). The KBN approval of an individual nursing continuing education provider does not constitute endorsement.

Website and Registration: <https://www.brandimageofnursing.com>

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College of Nursing
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