



FAACT Digital Influencer Summit

Food Allergy & Anaphylaxis
Connection Team
AWARENESS • ADVOCACY • EDUCATION

Oak Brook, Illinois
November 7-10, 2024

SCHEDULE

FoodAllergyAwareness.org

** Topics & Speakers subject to change **

THURSDAY, NOVEMBER 7, 2024

TIME	HYATT CONFERENCE CENTER - 1ST FLOOR
5:00PM - 6:30PM	REGISTRATION / CHECK-IN: 1st FLOOR *** COMPANY EXPO (EXHIBIT HALL) ***
TIME	HYATT LODGE - GRAND OAKS PAVILION
6:30PM - 8:30PM	WELCOME RECEPTION (brought to you by DBV Technologies)

FRIDAY, NOVEMBER 8, 2024

TIME	HYATT CONFERENCE CENTER - AUDITORIUM 224	
7:45AM - 8:45AM	REGISTRATION / CHECK-IN: 1st FLOOR *** COMPANY EXPO (EXHIBIT HALL) ***	
9:00AM - 9:30AM	Welcome to FAACT: Eleanor Garrow-Holding , FAACT President & CEO	
9:30AM - 10:00AM	The Latest In Food Allergy Research: Shahzad Mustafa, MD - FAACT's Medical Advisory Board Chair; Clinical Associate Professor of Medicine and Clerkship Director, Allergy & Clinical Immunology, University of Rochester School of Medicine and Dentistry	
10:00AM - 10:30AM	Food Allergy Therapies: Brian Vickery, MD - Chief, Division of Allergy and Immunology and Director, Food Allergy Center at Emory University & Children's Healthcare of Atlanta	
10:30AM - 10:45AM	BREAK	
10:45AM - 11:15AM	Allergy Transitions - Developmental Ages and Stages of Self-Advocacy and Activities: Linda Herbert, PhD - Clinical Psychologist, Assistant Professor, Division of Psychology & Behavioral Health, Children's National Medical Center	
11:15AM - 11:45AM	Shared Decision Making Regarding Your Care: Justin Greiwe, MD - FAACT's Medical Advisory Board; Partner, Bernstein Allergy Group, Inc.; Clinical Assistant Professor of Medicine, University of Cincinnati	
TIME	HYATT LODGE - PRAIRIE BALLROOM	
11:45AM - 1:00PM	INDUSTRY-SPONSORED LUNCH (Brought to you by Genentech)	
TIME	HYATT CONFERENCE CENTER - AUDITORIUM 224	
1:00PM - 1:30PM	Building Your Allergy Care Team: Shahzad Mustafa, MD , board-certified allergist; Linda Herbert, PhD , clinical psychologist; Carina Venter, PhD, RD , allergy specialist dietitian; Alison Cassin, MS, RD, LD , registered dietitian	
1:30PM - 2:00PM	How to Recognize Anaphylaxis: Justin Greiwe, MD - FAACT's Medical Advisory Board; Partner, Bernstein Allergy Group, Inc.; Clinical Assistant Professor of Medicine, University of Cincinnati	
2:00PM - 2:30PM	Non-IgE Food Allergies: Justin Greiwe, MD - FAACT's Medical Advisory Board; Partner, Bernstein Allergy Group, Inc.; Clinical Assistant Professor of Medicine, University of Cincinnati	
2:30PM - 3:00PM	Gut Diversity & Prevention of Food Allergy: Carina Venter, PhD, RD - Allergy Specialist and Professor, Section of Allergy & Immunology, Children's Hospital Colorado, University of Colorado Denver School of Medicine	
3:00PM - 3:15PM	BREAK	
TIME	INFLUENCER TRACK (AUDITORIUM 222)	DISEASE MANAGEMENT TRACK (AUDITORIUM 224)
3:15PM - 3:45PM	Know the FAACTs About FTC Guidelines: Erica Dermer Missy Voronyak <i>Learn the latest guidelines from the FTC on transparency for social media endorsements. This is a must-attend session for brands and creators who engage in gifted or paid content collaborations.</i>	Biologic Therapies: Brian Vickery, MD <i>How they work, what diseases they're used for, why you might consider a biologic, how providers choose certain ones for different types of diseases, and more.</i>
3:45PM - 4:15PM	What Companies Are Looking For from Influencers: Sherry Korczynski, Aquestive Erica Dermer, ZEGO Becca Williams, Red Plate Foods Mia Silverman Sarah Dana	Food Trauma & How to Overcome It: Alison Cassin, MS, RD, LD Linda Herbert, PhD Carina Venter, PhD, RD Gwen Smith, Allergic Living
4:15PM - 4:45PM	Build Your Influencer Marketing Strategy & Attract Brand Sponsors: Megan Lavin Lauren Less	Managing Anxiety & Building Resilience: Emery Brown, M.A., Ed.S., NCSP - FAACT's Director of Behavioral Health, Nationally Certified School Psychologist
4:45PM - 6:30PM	*** HAPPY HOUR - COMPANY EXPO (EXHIBIT HALL) ***	
TIME	HYATT LODGE - PRAIRIE BALLROOM	
7:00PM - 10:00PM	INDUSTRY-SPONSORED DINNER (Brought to you by Genentech)	

SATURDAY, NOVEMBER 9, 2024

TIME HYATT CONFERENCE CENTER - AUDITORIUM 224

9:00AM - 10:30AM *Know The FAACTs About the Disease States from Leading Medical Experts: Panel Session*
Food Allergy & Anaphylaxis: **Shahzad Mustafa, MD** - FAACT's Medical Advisory Board Chair
Eosinophil Disorders & Food Protein Induced Enterocolitis Syndrome (FPIES): **Shahzad Mustafa, MD** - FAACT's MAB Chair
Asthma & Eczema: **Justin Greiwe, MD** - FAACT's Medical Advisory Board
Celiac Disease: **Salvatore Alesci, MD, PhD** - Chief Scientific Officer, Invea Therapeutics, Inc.
Mast Cell Diseases: **Sameer Mathur, MD, PhD** - University of Wisconsin School of Medicine & Public Health, Division of Allergy
Alpha-Gal Syndrome: **Scott Commins, MD, PhD** - University of North Carolina School of Medicine, Division of Allergy & Immunology

10:30AM - 10:45AM BREAK

10:45AM - 11:15AM **Allergy Facts vs. Myths & How to Decipher What Is True Online:** **Michael Pistiner, MD, MSc** - Director of Food Allergy Advocacy, Education, and Prevention of the Food Allergy Center, Mass General for Children

11:15AM - 11:45AM **Food Allergies & Airline Advocacy:** **Lianne Mandelbaum, MS, PT**, No Nut Traveler & **Jen Jobrack, M.A.**, Food Allergy Pros LLC

TIME HYATT LODGE - PRAIRIE BALLROOM

11:45AM - 1:00PM **INDUSTRY-SPONSORED LUNCH (Brought to you by ARS Pharma)**

TIME HYATT CONFERENCE CENTER

1:00PM - 2:00PM ***** COMPANY EXPO (EXHIBIT HALL) *****

TIME HYATT CONFERENCE CENTER - AUDITORIUM 224

2:00PM - 3:00PM **Innovation in the Allergy Community:** Hear From Our Company Partners Making It Happen
*** Aquestive Therapeutics * ARS Pharma * Blueprint Medicines * DBV Technologies * Genentech * Stallergenes Greer**

3:00PM - 3:15PM BREAK

TIME	INFLUENCER TRACK (AUDITORIUM 222)	DISEASE MANAGEMENT TRACK (AUDITORIUM 224)
3:15PM - 3:45PM	Content Creation & Authenticity: Allie Bahn Mia Silverman <i>Influencer video marketing is a powerful strategy to grow your brand and connect with your audience, as well as discussing the balance between sponsored content and maintaining an influencer's authenticity.</i>	Nutrition and Meal Substitutions: Alison Cassin, MS, RD, LD - Cincinnati Center for Eosinophilic Disorders, Division of Allergy & Immunology, Cincinnati Children's, FAACT Medical Advisor
3:45PM - 4:25PM	Leveraging Artificial Intelligence (AI) Personally and Professionally: Missy Voronyak, Influencer Strategist <i>In this hands-on workshop, you'll learn how to use AI effectively and discuss real life use cases for how it can help you with your allergy advocacy, marketing, & creating content.</i>	Getting Comfortable with Epinephrine: Michael Pistiner, MD, MSc <i>Prevention and preparedness are the two pillars of food allergy management. You need both, always.</i>

3:15PM - 3:45PM

3:45PM - 4:25PM

4:30PM - 5:00PM **How to Care for You While Taking Care of Others:** **Linda Herbert, PhD**

5:00PM - 6:00PM ***** HAPPY HOUR -- COMPANY EXPO (EXHIBIT HALL) *** PRIZES ANNOUNCED *****

TIME HYATT CONFERENCE CENTER - AUDITORIUM 224

4:30PM - 5:00PM

5:00PM - 6:00PM

TIME HYATT LODGE - PRAIRIE BALLROOM

6:30PM - 9:30PM **INDUSTRY-SPONSORED DINNER (Brought to you by Aquestive)**

SUNDAY, NOVEMBER 10, 2024

TIME	INFLUENCER TRACK (AUDITORIUM 222)	DISEASE MANAGEMENT TRACK (AUDITORIUM 224)
8:30AM - 9:15AM	Growing Your Online Presence: Lisa Horne, FAACT Director of Marketing Mia Silverman Sarah Danna <i>Increasing Followers & Expanding Your Reach</i>	Mitigating Social & Emotional Impacts of Having Food Allergies: Emery Brown, M.A., Ed.S., NCSP - FAACT's Director of Behavioral Health, Nationally Certified School Psychologist
9:15AM - 9:45AM	Social Media Trends & Best Practices: Lauren Less Mia Silverman <i>Covering the latest trends & providing tips for maximizing engagement and reach.</i>	FAACT's Resources for Disaster Relief and Recovery: Nicole Della Santina, MPH , FAACT's VP of Public Health <i>Disasters come in many forms—wildfires, floods, hurricanes, earthquakes—and managing food allergies during a disaster can seem overwhelming. FAACT has the tools to help you prepare for a disaster.</i>
9:45AM - 10:15AM	Building Strong Influencer Relationships Megan Lavin <i>Explore communication strategies for fostering connections & discuss how to align brand values with influencer partnerships.</i>	Dining Out, Traveling, & Living Abroad with Food Allergies: Allie Bahn , Miss Allergic Reactor, Food Allergy Traveler Expert <i>Empowering Allergy Travelers to See the World</i>

8:30AM - 9:15AM

9:15AM - 9:45AM

9:45AM - 10:15AM

10:15AM - 10:30AM BREAK

TIME HYATT CONFERENCE CENTER - AUDITORIUM 224

10:30AM - 11:15AM **Guidance on Sharing Evidence-Based Content:** **Michael Pistiner, MD, MSc | Gwen Smith**

11:15AM - 11:45AM **The Presence of Food Allergens in Cannabis-Containing Products:** **Steven Gendel, PhD**, Gendel Food Safety, LLC

11:45AM - 12:30PM **How to Amplify Your Voice & Advocate at the State and Federal Levels:** **Gary Riddle, MPA** - Director, Government & Community Relations, Kaleo

12:30PM - 1:15PM **The Patient Perspective & Tools to Manage:** **Allie Bahn | Emery Brown, Ed.S., NCSP | Erica Dermer | Lauren Less | Mia Silverman**

1:15PM - 1:30PM **Closing Remarks:** **Eleanor Garrow-Holding**, FAACT's President & CEO