



FAACT Digital Influencer Summit

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
4:00PM - 6:30PM	REGISTRATION / CHECK-IN: 1st FLOOR *** COMPANY EXPO (EXHIBIT HALL) ***
TIME	HYATT LODGE - GRAND OAKS PAVILION
6:30PM - 8:30PM	WELCOME RECEPTION

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	<i>Welcome to FAACT:</i> Eleanor Garrow-Holding , FAACT President & CEO	
9:30AM - 10:00AM	<i>The Latest In Food Allergy Research:</i> 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	<i>Food Allergy Therapies:</i> 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	<i>Allergy Transitions - Developmental Ages and Stages of Self-Advocacy and Activities:</i> Linda Herbert, PhD - Clinical Psychologist, Assistant Professor, Division of Psychology & Behavioral Health, Children's National Medical Center	
11:15AM - 11:45AM	<i>Shared Decision Making Regarding Your Care:</i> 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 (by Genentech)	
TIME	HYATT CONFERENCE CENTER - AUDITORIUM 224	
1:00PM - 1:30PM	<i>Building Your Allergy Care Team:</i> 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	<i>How to Recognize Anaphylaxis:</i> 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	<i>Non-IgE Food Allergies:</i> David M. Fleischer, MD - FAACT's Medical Advisory Board; Section Chief, Allergy & Immunology and Director, Food Challenge Unit, Children's Hospital Colorado, University of Colorado Denver School of Medicine	
2:30PM - 3:00PM	<i>Gut Diversity & Prevention of Food Allergy:</i> 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	<i>Know the FAACTs About FTC Guidelines:</i> 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>	<i>Biologic Therapies:</i> 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	<i>What Companies Are Looking For from Influencers:</i> Panel Session with Companies	<i>Food Trauma & How to Overcome It:</i> Alison Cassin, MS, RD, LD Linda Herbert, PhD Carina Venter, PhD, RD Gwen Smith, Allergic Living
4:15PM - 4:45PM	<i>Build Your Influencer Marketing Strategy & Attract Brand Sponsors:</i> Megan Lavin Lauren Less	<i>Managing Anxiety & Building Resilience:</i> Emery Brown, 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 NETWORKING DINNER & RECEPTION (by Genentech)	

SATURDAY, NOVEMBER 9, 2024

TIME	HYATT CONFERENCE CENTER - AUDITORIUM 224	
9:00AM - 10:30AM	<p>Know The FAACTs & Disparities About the Disease States from Leading Medical Experts: Panel Session</p> <p>Food Allergy & Anaphylaxis: Shahzad Mustafa, MD - FAACT's Medical Advisory Board Chair Asthma & Eczema: Justin Greiwe, MD - FAACT's Medical Advisory Board Eosinophil Disorders & Food Protein Induced Enterocolitis Syndrome (FPIES): David Fleischer, MD - FAACT's Medical Advisory Board Celiac Disease: Speaker pending</p> <p>Mast Cell Diseases: Sameer Mathur, MD - UW Health; University of Wisconsin School of Medicine & Public Health, Division of Allergy Alpha-Gal Syndrome: Speaker pending</p>	
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 , No Nut Traveler	
TIME	HYATT LODGE - PRAIRIE BALLROOM	
11:45AM - 1:00PM	INDUSTRY-SPONSORED LUNCH (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	<p>Innovation in the Allergy Community: Hear From Our Company Partners Making It Happen * Aquestive Therapeutics * ARS Pharma * Blueprint Medicines * DBV Technologies * Genentech * Stallergenes Greer *Takeda</p>	
3:00PM - 3:15PM	BREAK	
TIME	INFLUENCER TRACK (AUDITORIUM 222)	DISEASE MANAGEMENT TRACK (AUDITORIUM 224)
3:15PM - 3:45PM	<p>Content Creation & Authenticity: Allie Bahn, Miss Allergic Reactor Mia Silverman, Allergies with Mia <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></p>	<p>Nutrition and Meal Substitutions: Alison Cassin, MS, RD, LD - Cincinnati Center for Eosinophilic Disorders, Division of Allergy & Immunology, Cincinnati Children's, FAACT Medical Advisor</p>
3:45PM - 4:25PM	<p>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></p>	<p>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></p>
TIME	HYATT CONFERENCE CENTER - AUDITORIUM 224	
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 LODGE - PRAIRIE BALLROOM	
6:30PM - 9:30PM	NETWORKING DINNER & RECEPTION	

SUNDAY, NOVEMBER 10, 2024

TIME	INFLUENCER TRACK (AUDITORIUM 222)	DISEASE MANAGEMENT TRACK (AUDITORIUM 224)
8:30AM - 9:00AM	<p>Guidance on Sharing Evidence-Based Content: Michael Pistiner, MD Gwen Smith</p>	<p>Passing the Self-Advocacy Torch to Your Child/Teen: Amelia Smith, JD - FAACT's VP of Civil Rights Advocacy</p>
9:00AM - 9:30AM	<p>Growing Your Online Presence: Lisa Horne, FAACT Director of Marketing Mia Silverman <i>Increasing Followers & Expanding Your Reach</i></p>	<p>How to Communicate Effectively About Your Allergies: Emery Brown, Ed.S, NCSF - FAACT's Director of Behavioral Health</p>
9:30AM - 10:00AM		<p>Accommodations from School to the Workplace: Amelia Smith, JD - FAACT's VP of Civil Rights Advocacy <i>Knowing your rights to participate alongside individuals safely & equally in school, the workplace, and places of public accommodation .</i></p>
10:00AM - 10:30AM	<p>Social Media Trends & Best Practices: Lauren Less Mia Silverman <i>Covering the latest trends & providing tips for maximizing engagement and reach.</i></p>	
10:30AM - 11:00AM	<p>Building Strong Influencer Relationships Megan Lavin <i>Explore communication strategies for fostering connections & discuss how to align brand values with influencer partnerships.</i></p>	<p>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></p>
11:00AM - 11:15AM	BREAK	
TIME	HYATT CONFERENCE CENTER - AUDITORIUM 224	
11:15AM - 11:45AM	The Presence of Food Allergens in Cannabis-Containing Products: Steven Gendel, PhD , Gendel Food Safety, LLC	
11:45AM - 12:15PM	How to Amplify Your Voice & Advocate at the State and Federal Levels: Gary Riddle, MPA - Director, Government & Community Relations, Kaleo	
12:15PM - 1:15PM	The Patient Perspective & Tools to Manage: Allie Bahn Emery Brown, Ed.S., NCSF Erica Dermer Lauren Less Mia Silverman	
1:15PM - 1:30PM	Closing Remarks: Eleanor Garrow-Holding , FAACT's President & CEO	