

EVENTS

2024



1ST QUARTER

Marketing Webinar Healthcare - Tuesday, February 20, 2024

2ND QUARTER

Women's Summit - April 30, 2024

Marketing Webinar Education - Tuesday, May 21, 2024

3RD QUARTER

ADVANCE Digital Summit - Thursday, August 22, 2024

Marketing Webinar Topic TBD - Tuesday, September 17, 2024

4TH QUARTER

A Guide to Medicare - Tuesday, October 22, 2024

Top Nurses - Thursday, November 14, 2024

Marketing Webinar Topic TBD - Tuesday, November 19, 2024





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MARKETING WEBINAR - HEALTHCARE

FEBRUARY 20, 2024 (Tuesday)

1st QUARTER

VIRTUAL EXPERIENCE

This educational webinar focuses on patient acquisition strategies.

In an age when every patient is an online researcher and reviewer, hospitals and physician practices must work harder than ever to tell their story and build their brand. This webinar will help healthcare providers identify and engage new patients, while at the same time building trust and reputation online in order to increase referrals from other providers.





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WOMEN'S SUMMIT

APRIL 30, 2024 (TUESDAY)

2nd QUARTER

IN PERSON EVENT

SALES DEADLINE

Monday, March 15, 2024

In its 5th year, the MLive Women's Summit takes place in Grand Rapids connecting and inspiring hundreds of women.

Attendees and partners experience a day of empowerment at the Women's Summit—an all-day conference uniting women, influential speakers, and endless opportunities. Inspiration igniting, networking building, and engaging in dynamic discussions.

The Women's Summit is a transformative day of personal and professional growth, where connections flourish, voices amplify, and empowerment reigns.





MARKETING WEBINAR - EDUCATION

MAY 21, 2024 (TUESDAY)

2nd QUARTER

VIRTUAL EXPERIENCE

This educational webinar focuses on student acquisition strategies.

Amidst state funding increases for colleges and universities across the nation in 2023, the decline of college applicants remains consistent. While examination of college affordability, possibilities of tuition freezes and gaps between financial aid and tuition rates are happening, the slowing of enrollees may be a stark predictor. Institutions are applying the marketing principles of business to best impact recruitment, some with impressive results.





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ADVANCE DIGITAL SUMMIT

August 22, 2024 (THURSDAY)

3rd QUARTER

IN PERSON EVENT

A day-long gathering for marketing professionals from all industries to level-up the game on all things digital.

A mix of masterclasses, panel discussions, keynotes, and strategy sessions provide the attendees with the tools to make the right decisions and execute their digital marketing strategy like an expert.

The summit provides actionable insights and tools that can be implemented right away to fire up your digital marketing engine.





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MARKETING WEBINAR – Topic TBD

September 17, 2024 (Tuesday)

3rd QUARTER

VIRTUAL EXPERIENCE

This educational webinar is tailored for marketing professionals across diverse industries to take their digital marketing expertise to new heights!

Expect actionable insights, real-life examples and tools that can help to implement effective digital strategies immediately





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A GUIDE TO MEDICARE

OCTOBER 22, 2024 (TUESDAY)

4th QUARTER

VIRTUAL EXPERIENCE

Dive into the 2024 Medicare landscape at our virtual community event!

Be in front of 800+ event registrant who are looking to gain expert insights on enrollment options and plan choices. Our Medicare experts will guide our attendees through the difficult process, with live Q&A and panel sessions.

Plus, MLive is publishing a statewide print Medicare special section on Sunday, 10/20/24.

SALES DEADLINE

Friday, August 30, 2024

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TOP NURSES AWARDS

NOVEMBER 14, 2024 (THURSDAY)

4th QUARTER

IN PERSON EVENT

NOMINATION PHASE

Monday, May 6 –
Sunday, May 26, 2024

SALES DEADLINE

**PRESENTING and SUPPORTING
SPONSORSHIPS**

Friday, April 5, 2024

ALL OTHER SPONSORSHIPS

Friday, September 27, 2024

In its 2nd year this event honors and celebrates Michigan's nurses who go above and beyond to keep our communities well cared for.

The honorees are nominated by the readers of MLive.com and chosen by a panel of judges. Presenting and Supporting sponsors to be featured during the nomination campaign in May.

Plus, MLive is publishing a statewide print special section on Sunday, 11/17/24. The section will highlight the honorees and nurses profession at large.



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MARKETING WEBINAR – Topic TBD

NOVEMBER 19, 2024 (TUESDAY)

4th QUARTER

VIRTUAL EXPERIENCE

This educational webinar is tailored for marketing professionals across diverse industries to take their digital marketing expertise to new heights!

Expect actionable insights, real-life examples and tools that can help to implement effective digital strategies immediately



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