The Chinese symbol for crisis comes from a combination of the symbols for danger and opportunity. COVID-19 has presented a danger to our world, our hospitals, our personal lives, and our leadership capabilities, but…it also has provided an opportunity to change and grow. Leaders have been pushed to be nimble, to find new ways to communicate, to rely on each other and to innovate on the fly.

Leading through chaos requires leaders to become more self-aware, understand internal biases, and look at how one’s values impact the workplace. It is crucial for the leadership team to create a stable atmosphere that will help staff feel empowered, confident, and able to keep their mental and physical well-being in check.

At the 2020 Perinatal Leadership Forum, you can expect:

- Leadership experts who map out clear strategies for success
- Numerous opportunities to network, meet and exchange ideas
- Small group time to share best practices and challenges
- Access to innovative ideas, products and services
- Therapeutic environment at a 5-star resort

**KEYNOTE SPEAKER:**

**Eyes Wide Open: Seeing Your Leadership Potential in 20/20**  
**Pattie Bondurat, DNP, RN**

The COVID-19 crisis has magnified all of our worlds. As a nurse leader, you are squeezed between emotionally supporting front line staff, striving for safety and joy for the parents with newborn babies and answering to the leadership above you. As we move forward, the lessons learned through this crisis we experienced together should be used to re-engage our staff and recommit to our core values as leaders. What COVID-19 did not change is what those core values are – instead it has magnified them.
Trending Now in AWHONN (Full day)
What is a trend? A trend is basically a current movement in a specific direction. Trends that deserve thoughtful consideration for improvements in women’s health, obstetric, and neonatal nursing practice are those fueled by evidence. Evidence gained from appropriately designed research studies, clinician expertise, and patient preferences and values should fully support nursing care provided to women’s health, obstetric, and neonatal patients. Presenters in this preconference will impart information about trends that are supported by evidence and provide interactive exercises to facilitate determination of what may be useful to provide the highest quality care for women’s health, obstetric, and neonatal patients in individual healthcare institutions.

From Fear, Anxiety, and Burnout to Confidence, Control, and Resilience: Practical Solutions for Healthcare Leaders Post Pandemic (Half day, PM)
Renee Thompson, DNP, RN, CSP, CEO & Founder, Healthy Workforce Institute
Never before have healthcare professionals been under a spotlight. The entire world is counting on nurses, physicians, and support staff to save the human race from the COVID-19 virus. Doing so effectively requires extraordinary leadership. Every day throughout the pandemic leaders have to put their own fears, anxieties, and insecurities aside and put their game-face on when they cross the threshold of their workspace. Stepping every day to fight the battle AND address the negativity cloud that surrounds the “war zone” can feel like a heavy burden for leaders. This burden, carried day after day, can destroy a leader’s confidence, increase burnout, and damage teams. In this preconference, leaders will learn practical strategies to become confident, equipped, and resilient to continue leading their teams.
Late: After

Since conference registration and hotel rooms are limited, early registration is advised. Registrations sent without payment or purchase order will not be complete.

• Out of consideration to registrants, children of any age and spouses/guests may not attend the sessions. Spouses/guests may attend designated social events for additional social fee.

• Tuition includes continuing education hours and most meals.

REGISTRATION INFORMATION

Scholarships
There are many scholarships available for the 2020 Perinatal Leadership Forum thanks to generous support from Mead Johnson Nutrition and the Association for Women’s Health, Obstetrics and Neonatal Nursing (AWHONN). Go to www.synovaassociates.com for the eligibility requirements and the applications.

Accreditation
The Perinatal Leadership Forum is approved for approximately 14 contact hours through Abbott Nutrition Health Institute. The pre-conferences and post-conference will be awarded contact hours depending on the length of the program.

Method of Payment
Payment may be made online using Visa, Master Card or American Express. Hospital checks will be accepted if received by October 15. Registration fees must be received within 30 days of registration. For registrations within 30 days of the conference, payment must be made by credit card at the time of registration. Payment should be made to Synova Associates, 9418 Harding Blvd, Milwaukee, WI 53226. Tax ID: 27-3903686.

Cancellation Policy
Contact mgehl@synovaassociates.com to process the following registration changes:

• Within 14 days of registration: Must be received in writing within 14 days of registration. A processing fee of $100 will be deducted from each refunded registration.

• After 14 days of registration: Any In Person registrants who are unable to attend the in person event for any reason will have their tuition transferred to the virtual conference. No refunds will be granted for In Person or virtual cancellations after 14 days of registration.

Interested in Joining Us Virtually?
As a Virtual Attendee, you’ll enjoy many of the Perinatal Leadership Forum experiences that make our event one of a kind. You will have access to the Keynote and all General Sessions, content from all 3 track sessions (not just one!), view posters, be included in and receive a copy of the Attendee Directory, and get conference swag and sponsor samples.

You can participate in the conference virtually, live and/or on demand for 6 months following the conference. If you attend the Live Virtual Conference, you will have the added benefit of being able to engage with the general speakers in session and participate in Virtual Networking Lunches.

Registration Fees

<table>
<thead>
<tr>
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<th>Early: Before August 15</th>
<th>Open Registration: August 15 – September 30 (if available)</th>
<th>Late: After September 30</th>
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<tbody>
<tr>
<td>Conference Registration:</td>
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<tr>
<td>In Person</td>
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<td>Virtual</td>
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<td>Pre-Conferences:</td>
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<tr>
<td>Trending Topics in Perinatal Health [Full day with lunch]</td>
<td>$249</td>
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<td>$299</td>
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<tr>
<td>From Fear, Anxiety, and Burnout to Confidence, Control, and Resilience [Half day, PM]</td>
<td>$175</td>
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<td>$199</td>
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</tbody>
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• Tuition includes continuing education hours and most meals.

Sunday, November 15th: 8:30 AM – 4:30 PM: Pre-conference 6:00 PM: Opening Reception

Monday, November 16th: 8:00 AM – 4:00 PM: General Session 4:00 PM – 6:30 PM: Exhibit Hall

Tuesday, November 17th: 8:00 AM – 3:30 PM: Track Sessions and Facilitated Luncheon; 6:30 PM: Dinner and Entertainment

Wednesday, November 18th: 8:30 AM – 12:00 PM: General Session

To register, visit: http://www.synovaassociates.com/perinatal-leadership-forum/

Registration will not be complete until we have received the following:

• Registration form, submitted electronically
• Full payment by credit card or check; paid within 30 days of registration
• Completed Attendee Directory profile, including a professional picture

Scholarships
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Hotel Accommodations
The 2020 Perinatal Leadership Forum will be held at The Naples Grande.

Naples Grande
475 Seagate Drive
Naples, FL 34103
Toll-Free (844) 993 – 9576
https://info@naplesgrande.com
https://www.naplesgrande.com/

Set on 23 waterfront acres, the resort promises to be a sanctuary of beachfront sophistication complemented by spectacular ocean views and a portfolio of world-class amenities, including a luxurious spa, an 18-hole championship golf course, 15 tournament grade tennis courts as well as a beautiful beach and a vibrant swimming pool deck at the heart of the resort experience.

A limited block of rooms is being held at a special group rate of $229 per night (plus tax). The daily resort fee is $10 per day plus tax and provides many amenities such as in-room WiFi, beach chairs, 24 hour fitness club and more. Reservations must be made prior to October 22, 2020; rooms will be available as space allows.

Reservation can be made at https://book.passkey.com/go/PLF20 or 844-210-5931

Air and Ground Transportation
Fort Myers/Southwest Florida International Airport (RSW) is the closest airport to the conference center. Super shuttle, rental cars, taxis and Ubers are available.

Program Changes
Synova reserves the right to make necessary changes in speakers, topics or schedule. Please see http://www.synovaassociates.com/ for the most up-to-date agenda.

Questions?
Please contact Melissa Gehl at mgehl@synovaassociates.com or 414-394-3675.