

AIM Leadership in Action Conference

DRAFT AGENDA

November 30 – December 4, 2026 | Hilton Tampa Downtown

Pre-Conference Activities: Monday, November 30

Time	Event
2:00 pm – 5:00 pm	Exhibitor Check-in/Set-up
2:00 pm – 5:00 pm	Registration Open
6:00 pm – 8:00 pm	Welcome Social Networking Event (Optional; Location TBD)

Pre-Conference Activities: Tuesday, December 1

Time	Event
8:00 am – 4:00 pm	Registration Open
8:00 am – 10:00 am	Exhibitor Set-up
8:30 am – 10:30 am	AIM Business Meeting (AIM members or designees only) This session convenes the membership of AIM, as required by bylaws, and provides an opportunity to update the membership on AIM activities and introduce newly elected leadership. Space will be provided for program staff and nonprofit partners who are not involved in the AIM Business Meeting to network during this time.
10:30 am – 10:45 am	Break
10:45 am – 12:15 pm	Hot Topics (AIM members, Program Staff, Non-Profit Partners only) This session provides a forum for programs to discuss shared priorities and challenges.
12:15 pm – 1:30 pm	Lunch on your own Adult Coordinators Committee Meeting

Conference Day 1: Tuesday, December 1

Time	Event
1:30 pm – 3:00 pm	Conference Opening and Keynote • Opening Welcome: TBD, Program Manager, Florida Department of Health • Opening Remarks: Jamilia Sherls, Immunization Program Manager, Washington State Department of Health and In-coming AIM Chair, and Claire Hannan, AIM Executive Director • Opening Keynote: Joshua M. Sharfstein, MD, pediatrician and Bloomberg Distinguished Professor of the Practice of American Health at the Johns Hopkins Bloomberg School of Public Health. Dr. Sharfstein will deliver a health policy focused plenary on the state and federal immunization landscape that will help to inform program managers and staff of the immunization environment.
3:00 pm – 4:00 pm	Networking Break in Exhibit Hall
4:00 pm – 5:00 pm	Presentation of AIM Awards
5:30 pm – 8:30 pm	AIM Business Reception (Diamond & Platinum Alliance and AIM Members Only)

Conference Day 2: Wednesday, December 2

Time	Event
7:00 am – 8:00 am	Optional Exercise Activity
8:00 am – 3:30 pm	Registration
8:30 am – 9:20 am	Regional Meetings (PMs and IP staff only) • Dedicated time for IP PMs and staff to meet with other jurisdictions in their region, share successful strategies, and discuss challenges.
9:30 am – 10:45 am	Leadership Session Part I

AIM Leadership in Action Conference Agenda – Continued

	Marissa Levine, MD, MPH, FAAFP, public health and family physician, retired professor of public health and family medicine, and former Virginia State Health Commissioner who now advises on population health, system resilience, and adaptive leadership. In this session, Dr. Levine will guide program managers, staff, and partners on how to effectively lead within complex systems using collaborative and strength-based approaches. Participants will learn how to "lead up" and gain practical tools to take back to their workplace.
10:45 am – 11:00 am	Transition Break
11:00 am – 12:00 pm	Peer-to-Peer Leadership: Bull's-Eye Award Winner Presentations The annual AIM Bull's-Eye Awards for Innovation and Excellence in Immunization include three presentations by state, territorial, or urban area immunization programs (awardees) that were selected in recognition of an outstanding immunization initiative. The award presentations share these immunization programs' strategic initiatives that "hit their mark," achieving goals and increasing awareness by encouraging replication in other programs.
12:00 pm – 1:00 pm	Networking Lunch in Exhibit Hall
1:00 pm – 2:30 pm	Leadership Session Part II Marissa Levine, MD, MPH, FAAFP, In this afternoon session, Dr. Levine guides participants through group activities to navigate different leadership styles. Program managers, staff, and partners will practice "leading up," leverage positive focus strategies, and build personal action plans, ready to use back in their workplaces.
2:30 pm – 3:00 pm	Networking Break in Exhibit Hall
3:00 pm – 4:15 pm	Concurrent Programmatic Breakout Sessions Breakout sessions consist of presentations by jurisdictional immunization program staff and program managers and nonprofit partners. The sessions are an opportunity to share programmatic content across a variety of topics, share lessons learned, and provide an opportunity for peer sharing and peer-to-peer information exchange.
	Breakout Session I: Strengthening Vaccine Confidence with Adolescents/Young Adults and Parents
	Breakout Session II: Working With Coalitions
	Breakout Session III: Using Data to Identify Gaps in Childhood Vaccination Rates

AIM Leadership in Action Conference Agenda – Continued

	Breakout Session IV: Using AI to Improve Immunization Program Workflows or Systems
	Breakout Session V: Communicating to Providers and the Public
4:30 pm – 6:00 pm	AIM Reception in Exhibit Hall
6:30 pm – 8:30 pm	Optional Dine Around (Off Site)

Conference Day 3: Thursday, December 3

Time	Event
8:00 am – 12:00 pm	Exhibitor Break Down
8:00 am – 12:00 pm	Registration
8:30 am – 9:20 am	Closed session-- PMs only
9:30 am – 10:45 am	Concurrent Programmatic Breakout Sessions • Breakout sessions consist of presentations by jurisdictional immunization program staff and program managers, and nonprofit partners. The sessions are an opportunity to share programmatic content across a variety of topics, share lessons learned, and provide an opportunity for peer sharing and peer to peer information exchange.
	Breakout Session I: Strengthening Vaccine Confidence with Adolescents/Young Adults and Parents
	Breakout Session II: Working With Coalitions
	Breakout Session III: Using Data to Identify Gaps in Childhood Vaccination Rates
	Breakout Session IV: Using AI to Improve Immunization Program Workflows or Systems
	Breakout Session V: Communicating to Providers and the Public
10:45 am – 11:00 am	Transition break / check-out from hotel

AIM Leadership in Action Conference Agenda – Continued

11:00 am – 12:00 pm	Closing Plenary • Claudia Parvanta, PhD, MA, professor in the Department of Health Policy and Systems Management, director of the University of South Florida Center for Social Marketing, and former head of Health Communication at the CDC, will deliver the closing plenary on current public health communication strategies. Dr. Parvanta will equip program managers, staff, and partners with actionable tools for program crisis communication, navigating vaccine messaging using a "parental rights" lens, and boosting vaccine acceptance using social marketing techniques.
12:00 pm – 12:15 pm	Closing Remarks • Closing Remarks: Jamilia Sherls, Immunization Program Manager for Washington State Department of Health and Incoming AIM Chair, and Claire Hannan, AIM Executive Director
12:15 pm – 1:30 pm	Lunch on your own

Post-Conference Activities: Thursday, December 3

Time	Event
1:30 pm – 4:30 pm	Post Conference Training (Program Managers and Immunization Program Staff only): • Public Health in Action - Measles Response and Prevention: During this important training, program managers and staff will learn from experienced program managers and other colleagues in the immunization space. Curriculum will include preparing for and preventing measles, responding to suspected outbreaks, and developing partners and collaborations to reach target populations and build trust. Program managers and immunization program staff are strongly encouraged to attend this training and will leave better prepared to define and execute the immunization program's responsibilities before and during a measles case or outbreak.

Post-Conference Activities: Friday, December 4

Time	Event
8:30 am – 12:00 pm	Executive Committee Meeting (AIM Executive Committee Members Only)