

MACH Consumer Engagement Webinar

Tuesday 16 November 2021

3.00pm – 5.00pm

(Via Zoom) - [Register](#)

Chair: Dr Nick Carr

Item	Speaker/s
Welcome and Introduction	<i>Prof Sir John Savill</i> MACH Executive Director
Why is consumer engagement important?	<i>Prof Doug Hilton</i> CEO, WEHI <i>Barry Baulch</i> Consumer
Consumer engagement What and When? <ul style="list-style-type: none"> - Definition - Identifying end-users 	<i>Robyn Smith</i> MACH Researcher and consumer
How to engage with consumers effectively <ul style="list-style-type: none"> - Defining the role and getting the right fit - Defining success and overcoming pitfalls 	<i>Dr Abbey Eeles/Renae Allen</i> <i>Prof Briony Dow/Cathy Roth</i>
Where to go to learn more	<i>George Kiossoglou</i> Consumer
Panel discussion	<i>Chair to facilitate</i>
Q&A	
Close	<i>Dr Nick Carr</i>