



## **Agenda - Adult, Healthcare and Industry registrants**

*Agenda subject to change*

Virtual Expo offers a flexible, modular agenda, where each registrant can assemble a customized schedule of sessions that interest them at times that work for them. Unable to attend all of the sessions you'd like? Many presentations will be available later on demand.

### **Friday, July 24**

3 - 3:45 p.m. PDT

Opening session

Come one, come all! Let's get together to kick off our global gathering. Julie Block, National Eczema Association's (NEA) President and CEO, and dermatologist Dr. Peter Lio, NEA board member and eczema specialist, will kick off this historical virtual event.

4:30 - 5:00 p.m. PDT

Mixology Class (adult-only)

Description: It's five o'clock somewhere! Eczema warrior and mixologist Steve Turner will show you how to concoct an Expo signature cocktail.

5 - 6 p.m. PDT

Meetups

5:30 - 6:30 p.m. PDT

Eczema pub quiz (adult attendees only)

Grab your beverage of choice and test your eczema IQ with our virtual pub quiz!

### **Saturday, July 25**

5 - 5:45 a.m. PDT

Fitness sessions

Join in a low-sweat yoga, meditation or fitness class for the entire family!

6 - 6:45 a.m. PDT

Presentation: Ecz-hausted: The Impact of Sleep on Eczema

Description: What happens when itch keeps you up all night? Get a better understanding of the impact eczema has on sleep cycles and how to get better rest.

7 - 7:45 a.m. PDT

Presentation: The Mind-Body Connection: Mental Health and Eczema

Description: Everyone talks about taking care of your skin, but does anyone talk about taking care of your mental health? Learn how to identify and combat the emotional challenges of eczema.

8 - 8:45 a.m. PDT

Fitness sessions

Join in a low-sweat yoga, meditation or fitness class for the entire family!

8 - 8:45 a.m. PDT

Presentation: Eczema in Skin of Color: What You Need to Know

Description: Atopic dermatitis can look different on a range of skin tones, and research shows that certain ethnic groups are more at risk. Learn about the diagnostic and treatment challenges in skin of color, and the best ways to get the care you need.

8 - 8:45 a.m. PDT

Presentation: The CASM Method: What Is it and How Should it Be Used?

Description: The compounded antibacterial, steroid, and moisturizer (CASM), also known as The Aron Regimen, is a unique approach to eczema treatment. Learn the basics of CASM from the therapy's originator, Dr. Richard Aron.

8 - 9 a.m. PDT

Exhibitor Hours

Get some face time with exhibitors to learn about new products, therapies and resources to help you live well with eczema. When you visit Exhibitors, you can earn badges which will be applied toward raffle entries for prizes selected just for our eczema community.

9 - 9:45 a.m. PDT

Discussion: Get the Facts: Biologics

Description: What are biologic treatments and how do they work? This session will outline the fundamentals of these very sophisticated drugs and how they can curb symptoms of moderate to severe atopic dermatitis in adults.

9 - 9:45 a.m. PDT

Presentation: Eczema and Aging

Description: Eczema in people over 60 is common and comes with its own set of symptoms, triggers and diagnostic and treatment challenges. Learn about the latest research in order to get the care you need.

9 - 9:45 a.m. PDT

Support session: You're Not Alone: 20s and 30s

Description: Young adulthood is an exciting time, but navigating college, the workplace and relationship can be especially tricky when you have eczema. Connect with others and consult with an expert for stories, support and advice.

9:30 - 10 a.m. PDT

Live Q&A: Ask Me Anything (AMA): Eczema & Sleep

10 - 10:45 a.m. PDT

Presentation: Complementary and Alternative Therapies: Separating Fact from Fiction

Description: Does coconut oil really work? Learn which natural treatments for eczema are shown effective through rigorous scientific research — and which aren't.

10 - 10:45 a.m. PDT

Support session: You're Not Alone: Caretakers 0-5

Description: Being an eczema parent can be a serious challenge. Meet and share with other parents of young children with eczema. This support group will be peer- and expert-led.

10:30 - 11 a.m. PDT

Live Q&A: Ask Me Anything (AMA): Julie Block, NEA's President & CEO

11 - 11:30 a.m. PDT

Fitness sessions

Recharge and refocus with a low-sweat yoga or meditation class

11 - 11:45 a.m. PDT

Presentation: Starting From Scratch: Managing Eczema's Itch

Description: Itch is the No. 1 symptom of eczema and often the most difficult to manage. Get a better understanding of the mechanisms of eczema itch and tools to help manage it.

11 - 11:45 a.m. PDT

Support session: You're Not Alone: Caretakers 6-12

Description: Being an eczema parent can be a serious challenge. Meet and share with other parents of school-age children with eczema. This support group will be peer- and expert-led.

11 a.m. - 12 p.m. PDT

Exhibitor Hours

Get some face time with exhibitors to learn about new products, therapies and resources to help you live well with eczema. When you visit Exhibitors, you can earn badges which will be applied toward raffle entries for prizes selected just for our eczema community.

11:30 - 12 p.m. PDT

Live Q&A: Ask Me Anything (AMA): Dr. Peter Lio (dermatologist)

12 - 12:45 p.m. PDT

Presentation: Eczema 202

Description: Take your eczema education to the next level. This presentation will delve into the pathophysiology of eczema and latest research findings on eczema's cause and treatments.

12 - 12:45 p.m. PDT

Discussion: Eczema, Intimacy and Self Image

Description: How does it feel to live in skin that itches and rashes? How do you socialize when you're flaring? How do you handle intimacy when you have eczema? This expert-guided discussion will help you sort things out.

12 - 12:45 p.m. PDT

Support session: You're Not Alone: Caretakers 13-20

Description: Being an eczema parent can be a serious challenge. Meet and share with other parents of teen and young adult children with eczema. This support group will be peer- and expert-led.

12 - 12:45 p.m. PDT

Support session: You're Not Alone: Midlife & Beyond

Description: Living with eczema in midlife presents its own set of challenges. Connect with others and consult with an expert for stories, support and advice.

12:30 - 1 p.m. PDT

Live Q&A: Ask Me Anything (AMA): Managing Itch

1 - 1:45 p.m. PDT

Presentation: Triggered: Managing contact and environmental allergies

Description: Eczema affects everyone differently, making diagnosis and treatment often challenging. Find out about common (and not so common) triggers for eczema and how to identify and treat them.

1 - 1:45 p.m. PDT

Discussion: TMI: How and When to Talk About Your Eczema

Description: How do you decide how much information is too much information? This session will help you determine how and when to talk about your eczema to coworkers, romantic partner and family, and how to #unhideECZEMA on social media.

1 - 1:45 p.m. PDT

Support session: Caring for the Caregiver

Description: Caring for a loved one with a chronic condition can be stressful, exhausting and can impact the caregiver's mental and physical health. This session will teach you how to include self-care in your caretaking duties.

1:30 - 2 p.m. PDT

Live Q&A: Ask Me Anything (AMA): Mindfulness

2 - 2:45 p.m. PDT

Presentation: About Face: Facial Eczema

Description: Facial eczema is particularly challenging to live with because it's so visible. Learn how to diagnose, treat and manage the different types of facial eczema.

2 - 2:45 p.m. PDT

Discussion: Pediatric Eczema

Description: Parenting a child with a chronic condition is no cakewalk. Fortunately, there are things you can do to help your child be more comfortable and happy in their skin. Learn the standards of care and latest treatments available for children with eczema.

2 - 2:45 p.m. PDT

Discussion: #Awkward

Description: Everything you wanted to know about eczema ... but were afraid to ask. We'll have peers and experts on hand to answer all of your most pressing eczema questions — the more awkward, the better.

2 - 3 p.m. PDT

Exhibitor Hours

Get some face time with exhibitors to learn about new products, therapies and resources to help you live well with eczema. When you visit Exhibitors, you can earn badges which will be applied toward raffle entries for prizes selected just for our eczema community.

2:30 - 3 p.m. PDT

Live Q&A: Ask Me Anything (AMA): Eczema & the Microbiome with Dr. Raja Sivamani

3 - 3:45 p.m. PDT

Support session: You're Not Alone: Eczema & Men

Description: Men only are invited to discuss how eczema affects work, home, love, friendships and self. This support group will be peer- and expert-led.

3 - 3:45 p.m. PDT

Support session: You're Not Alone: Eczema & Women

Description: Women only are invited to discuss how eczema affects work, home, love, friendships and self.

3:30 - 4 p.m. PDT

Live Q&A: Ask Me Anything (AMA): Talk to skinfluencers about the #unhideECZEMA movement.

4:30 - 5:00 p.m. PDT

Mixology Class (adults only)

Description: It's five o'clock somewhere! Eczema warrior and mixologist Steve Turner will show you how to concoct an Expo signature cocktail.

5:00 - 6:30 p.m. PDT

Happy Hour (adults only)

4:30 - 6 p.m. PDT

Game night

5:30 - 7 p.m. PDT

Ecz-travaganza virtual dance party

### **Sunday, July 26**

5 - 5:45 a.m. PDT

Fitness sessions

Join in a low-sweat yoga, meditation or fitness class for the entire family!

7 - 7:45 a.m. PDT

Presentation: Was It Something I Ate? The Truth About Eczema and Food Allergies

Description: Food allergies are more common among people with eczema and can cause flares. How do you find out if foods are triggers, and what do you do if they are?

8 - 8:45 a.m. PDT

Fitness sessions

Join in a low-sweat yoga, meditation or fitness class for the entire family!

8 - 8:45 a.m. PDT

Discussion: The Skinny on Steroids

Description: How to best use steroids, that is the question. Or not? Am I using too much? Not enough? How strong? How long? This discussion will address appropriate use as well as risks and benefits of using steroids to treat your eczema.

8 - 8:45 a.m. PDT

Discussion: Living My Best Life

Description: When you have eczema, navigating everyday life can be hard.

Homekeeping, travel, sports, dating and even clothes shopping can cause a flare. This

expert- and peer-led discussion will help you identify and avoid hidden triggers, and how to live your best life even when you're flaring.

8 - 9 a.m. PDT

**Exhibitor Hours**

Get some face time with exhibitors to learn about new products, therapies and resources to help you live well with eczema. When you visit Exhibitors, you can earn badges which will be applied toward raffle entries for prizes selected just for our eczema community.

8:30 - 9 a.m. PDT

Live Q&A: Ask Me Anything (AMA): Eczema & Allergies

9 - 9:45 a.m. PDT

**Discussion: More Than a Rough Patch: Managing Mental Health Challenges (Adults)**

Description: Research suggests that people with eczema are at greater risk for mental health issues. This is a judgement-free zone to get expert and community support for trouble with anxiety, depression, self-harm or whatever you (or the adult eczema warrior you love) are battling.

9 - 9:45 a.m. PDT

**Discussion: Tools for School**

Description: One in four children with eczema are bullied at school. Learn the tools, techniques and resources that will help you give your child the best possible experience at school or daycare.

9 - 9:45 a.m. PDT

**Support session: You're Not Alone: Partners and Supporters**

Description: Eczema can put a strain on friendships, romantic relationships and family dynamics. It can be hard to see a person you love suffering and difficult to know how to help. Explore problems and solutions with those who understand. This support group will be peer- and expert-led.

9:30 - 10 a.m. PDT

Live Q&A: Ask Me Anything (AMA): Dr. Richard Aron

10 - 10:45 a.m. PDT

**Discussion: More Than a Rough Patch: Managing Mental Health Challenges (Kids)**

Description: Research suggests that people with eczema are at greater risk for mental health issues. This is a judgement-free zone to get expert and community support for trouble with anxiety, depression, self-harm or whatever the young eczema warrior you care for is battling.

10 - 10:45 a.m. PDT

Support session: What is Self-Care?

Description: Everyone talks about taking care of your physical body, but what about taking care of your mental health? Come discuss healthy strategies to combat eczema's many emotional challenges.

10:30 - 11 a.m. PDT

Live Q&A: Ask Me Anything (AMA): Eczema Parenting

11 - 11:45 a.m. PDT

Discussion: The New Era of Eczema: Your Role in Research

Description: The new era of eczema is upon us, and following the science can be challenging. Learn more about what's being studied and how you can get involved.

11 - 11:45 a.m. PDT

Discussion: Cooking and Eating for Wellness

Description: Learn how to incorporate fresh, whole foods into your diet to support your skin and overall health.

11:30 a.m. - 12 p.m. PDT

Live Q&A: Ask Me Anything (AMA): Eczema en español

11 a.m. - 12 p.m. PDT

Exhibitor Hours

Get some face time with exhibitors to learn about new products, therapies and resources to help you live well with eczema. When you visit Exhibitors, you can earn badges which will be applied toward raffle entries for prizes selected just for our eczema community.

12 - 12:45 p.m. PDT

Closing session

Let's all come together to celebrate this inspiring and empowering event!

2 - 4 p.m. PDT

Workshop

The Story of Self

Description: Leveraging her background in psychology and education, Eunice Yu will lead a group exploration designed to help you identify your eczema story, a narrative that you shape with your unique experience, voice and perspective. If you attended Story of Self at Expo 2019, Eunice will help you write Chapter 2 of your unique eczema story, strengthening the voice you established in your first workshop.

2 - 4 p.m. PDT

Workshop

Vision Boarding

Description: Eczema Warrior Ashley Ann Lora will help fellow warriors set an inspiring course for the future, seeing past eczema and its perceived limits. This session is open to people age 15+.

2 - 4 p.m. PDT

Workshop

Get Involved: How to be a NEA Ambassador

Description: Learn how you can get involved with NEA's newly revamped Ambassador Program to make an impact on the eczema community through spreading awareness, advocating for patients, advancing research and offering peer support to people affected by eczema.

### **Ongoing programming**

The Library

Fine-tune your eczema education with exclusive pre-recorded presentations of selected Expo sessions:

- Access Denied? How to Get the Care You Need
- Eczema 101
- Eczema 101 en español
- Eczema in the House: How to Eczema-Proof Your Home
- Eczema Treatment Landscape
- Flare 911
- Getting a Grip on Hand and Foot Eczema
- Get the Facts: Ayurveda & Eczema
- Get the Facts: Cannabis & Eczema
- Get the Facts: Inflammation & Eczema
- Get the Facts: Microbiome & Eczema
- Get the Facts: Traditional Chinese Medicine (TCM) & Eczema
- Skincare 101

Quiz Central

Adult, Senior (teen) and Junior (child) attendees can test their Eczema IQ on topics from eczema and skincare basics, to sleep and itch, to handling eczema's mental health challenges. Take quizzes to collect badges for raffle entries.

Gathering spaces

Meet new friends from the global eczema community and connect with world-class experts and industry leaders in our virtual gathering spaces.

Exhibitor Hall

Visit our exhibitor booths to learn about products and projects designed to improve your life with eczema.

### Challenges

Share your flares, demonstrate your cooking skills and show off your dance moves! Join one or all of our challenges to connect with fellow Expo attendees and get badges for raffle entries.

### Raffle

Throughout the Virtual Expo site, you'll find opportunities to earn badges which will be applied toward raffle entries for prizes selected just for our eczema community.