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The headline should be short and to the point.

PR Web is a press release distribution service popular for its low cost and broad reach.

With business conferences, the media is looking for newsworthy speaker names.

A subheading provides detail that won't fit in the headline.

Wharton Healthcare Conference to Be Headlined by CEOs of Eli Lilly and Aledade

Former CMS administrator Mark McClellan to debate/discuss 2016 presidential election and implications for healthcare innovators with Elisabeth Rosenthal of the New York Times.

Philadelphia, PA (PRWEB) February 09, 2016 -- With a presidential election in November and the future of U.S. healthcare in the balance, the 2016 Wharton Health Care Business Conference will bring together over 500 top healthcare leaders for a night and day of debates and discussions about what lies ahead for an industry in transformation. The conference, organized by MBA students of the University of Pennsylvania's Wharton School, will be held February 18 – 19, 2016 at the Union League of Philadelphia.

The intro should almost always include: the event name, date, location, registration URL, and organizer name.

Mainstage Features Include:

▪ Keynotes by John Lechleiter, PhD, CEO, Eli Lilly & Company, and Farzad Mostashari, MD, [...] Aledade, and former National Coordinator for Health IT for the Department of Health and Hum[...]
▪ A capstone debate/discussion with Mark McClellan, MD, PhD, Director of the Duke-Robert J. [...] University, and Elisabeth Rosenthal MD, Senior Correspondent [...], on what lies ahead for healthcare policy in 2016 and beyond [...], Founder, Vice Chairman and COO, Accolade at the Thursday [...]

You don't have to list every speaker, especially those who aren't familiar to the media.

In addition to mainstage presenters, six executive panels will explore how the shifting competitive landscape pertains to particular industry sectors. Panels and panelists include:

▪ "From Volume to Value: New Frontiers in Payer / Provider Collaboration" – Vivek G[...] CEO of Clover Health and Griffin Myers MD, Founder of Oak Street Health
▪ "Big vs. Small: The Race to Create the Next Blockbuster Therapeutics" – Maria Macc[...] and CEO of QR Pharma and Jeffrey Marrazzo, Co-Founder and CEO of Spark Therape[...]
▪ "Picking Winners in a Fast-Changing Market: Investing in Healthcare Innovation" – [...] and Partner of 1315 Capital; Trevor Price, Founder and Managing Partner of Oxeon Partne[...] Haghgooie, Managing Director, Sandbox Industries
▪ "Winning Hearts and Wallets: Helping Consumers Navigate Healthcare" – Veer Gidwaney, Co-Founder and CEO of Maxwell Health; Sally Poblete, Founder and CEO of Wellthie; and Grant Verstandig, Founder and CEO of Rally Health
▪ "Getting Personal: Harnessing Analytics for New Patient Insights" – Joanne Burns, Chief Strateg[...] Cerner and Bob Watson, President of NantHealth
▪ "Putting Patients at the Center: The Race to Re-engineer How Care Is Delivered" – Nancy Gagli[...] Chief Medical Officer, CVS/MinuteClinic

Bulleted lists make info easy to scan, but a traditional sentence structure is also acceptable.

Begun in 1995, the Wharton Health Care Business Conference is the marquee event of the year f[...] Wharton, bringing together 500-plus industry leaders, alumni, faculty and MBA students from eve[...] healthcare, including payers, providers, biotech/pharma, healthcare technology and more. Entitled [...] Innovation Game: The Race Between Entrants + Incumbents," the 2016 conference will explore the challenges faced by early stage entrants and established organizations alike in the race to adapt to the post-reform world.

This paragraph can be headed "About [name of organization]" or treated as part of the press release.

To learn more, visit www.whcbc.org.

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You should include the call to action, registration details, and registration URL [missing from this release].

You must have a dedicated media contact and in some cases, you should offer a phone number as well.