

## 7. Podcasts and email marketing: Tune in to the perfect value-adds for Dietitians

### Presenter Biographies

**Maree** is an Advanced Accredited Practising Dietitian, Fellow of the Academy of Nutrition and Dietetics (AND), and is an internationally renowned nutrition and dietetics expert. She is the Director of Dietitian Connection, an online global hub for continuing education resources for dietitians. Maree developed the Malnutrition Screening Tool to identify patients at risk of malnutrition, which is used around the world.

**Melissa Joy Dobbins** is an award-winning dietitian, diabetes educator, podcaster, speaker and spokesperson with extensive communications experience. She is known as The Guilt-Free RD® “because food shouldn’t make you feel bad” and empowers people to enjoy their food with health in mind. Melissa hosts the popular Sound Bites® Podcast where she interviews experts on a variety of topics ranging from fad diets to farming, helping people digest information and make their own, well-informed decisions based on facts, not fear. She specializes in training other dietitians on media and communication skills, so they can gain more visibility, influence and success.

**Kate Agnew** is an Accredited Practising Dietitian from Australia who hosts and produces the Dietitian Connection Podcast. Kate’s communication expertise extends to video, written blogs and social media. She is currently the Marketing & Communications Director at Dietitian Connection.