



**THE LEADERSHIP INSTITUTE**  
**Advanced Public Relations School**  
**August 24-26, 2009**  
**Steven P.J. Wood Building**  
**Arlington, VA**

**Monday, August 24**

**6:00-6:30 PM**      **REGISTRATION and DINNER**

**6:30-6:45**      **Welcome and Introduction**      **Rachel Phillips**  
*Communications Training Coordinator*  
**LEADERSHIP INSTITUTE**

**6:45-7:45**      **Going on Record & Staying on Message**      **Gretchen Hamel**  
*Founder and Partner*  
**ENDEAVOUR GLOBAL STRATEGIES**

**7:45-8:00**      **BREAK**

**8:00-9:00**      **Developing Your Message**      **Chris Matthews**  
*Senior Vice President*  
**VOX GLOBAL**

**9:00-10:00**      **Story Pitching**      **Stuart Roy**  
*Partner*  
**PRISM PUBLIC AFFAIRS**

**10:00**      **ADJOURNMENT**

Tuesday, August 25

**6:00-6:30 PM**      **SIGN-IN and DINNER**

**6:30-7:15**      **Working with Reporters**

**Mark Pfeifle**  
*Vice President, Systems Media Group*  
**S4 INC.**

**7:15-8:00**      **The Media as Customers**

**Sean Spicer**  
*Founder and Partner*  
**ENDEAVOUR GLOBAL STRATEGIES**

**8:00-10:00**      **Mock Press Conference–  
Organization & Planning**

**Erik Hower**  
*Assistant Vice President, Public Relations*  
**AT&T**

**10:00**      **ADJOURNMENT**

Wednesday, August 26

**6:00-6:30 PM**      **SIGN-IN and DINNER**

**6:45-10:00**      **Mock Press Conferences, Presentations**

**10:00**      **ADJOURNMENT**

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