



Monday, July 26, 2010

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
9:00 - 9:30AM	Registration and Breakfast	<ul style="list-style-type: none"> Receive course materials and get to know other students 	
9:30-9:45AM	Welcome and Opening Remarks	<ul style="list-style-type: none"> Leadership Institute 101 Folder materials 	Amanda Dehn Political Training Coordinator The Leadership Institute
9:45 - 10:45AM	Blogging 101 & Building Your Online Community	<ul style="list-style-type: none"> Starting a blog Generating quality content Driving Site Traffic 	Abigail Alger New Media Manager The Leadership Institute
10:45 - 11:00AM	BREAK		
11:00-12:00PM	Social Networking Online	<ul style="list-style-type: none"> The “Dirty Dozen” social networking websites Developing a successful and coordinated online strategy Determining success 	James Dellinger
12:00-12:30PM	LUNCH	<ul style="list-style-type: none"> 	
12:30-1:30PM	Mobile Communication (Text Messaging)	<ul style="list-style-type: none"> Creating a text message campaign Different uses of text messaging Hash codes and iPhones 	Chris Taylor Vice President of Accounts Tusk Mobile
1:30-2:30PM	“YouTubing” Activism: Online Video 101	<ul style="list-style-type: none"> Creating an online video Technical aspects of video making Disseminating your video throughout the internet 	Dan Hayes Producer Reason TV
2:30-2:45 PM	BREAK		
2:45-4:00PM	Online Fundraising	<ul style="list-style-type: none"> Starting an online fundraising effort Vendors and certification Integrating traditional and online fundraising plans 	Matt Braynard President Braynard Group, Inc.
4:00-5:00PM	Online Marketing	<ul style="list-style-type: none"> Promoting your campaign/organization online Google – AdWords and AdSense Facebook Ads 	Lyndsi Thomas Account Executive David All Group

5:00 PM	ADJOURNMENT & DINNER		
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