

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Day 1 – Two Day School</i>			
9:00-9:30am	<i>Registration and Breakfast</i>		
9:30-9:45am	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	
9:45-10:30am	Intro to Online Activism	<ul style="list-style-type: none"> • History of media and new media changes • Networking online • Integration 	
10:30-10:45am	<i>Break</i>		
10:45-12:00pm	Twitter	<ul style="list-style-type: none"> • Set up a Twitter profile • Build your following • Find helpful tools • Determine success 	
12:00-12:45pm	<i>Lunch</i>		
12:45-2:00pm	Facebook	<ul style="list-style-type: none"> • Set up a Facebook profile, group, fan page, and event • Increase membership • Find helpful tools • Determine success 	
2:00-3:00pm	“YouTube” Activism: Online Video 101	<ul style="list-style-type: none"> • Create an online video • Learn technical aspects of video making • Disseminate your video throughout the internet 	
3:00-3:15pm	<i>Break</i>		
3:15-5:00pm	Bloggging 101 & Building Your Online Community	<ul style="list-style-type: none"> • Start a blog • Generate quality content • Drive site traffic • Find the best blogs of the conservative movement 	
5:00-6:00pm	<i>Dinner and Adjournment</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Day 2 – Two Day School</i>			
9:00-9:30am	<i>Breakfast</i>		
9:30-10:45am	Online Fundraising	<ul style="list-style-type: none"> • Start an online fundraising effort • Find vendors and certification • Integrate traditional and online fundraising plans 	
10:45-11:45am	Online Marketing	<ul style="list-style-type: none"> • Promote your campaign/organization online • Use Google – AdWords and AdSense • Buy Facebook Ads 	
11:45-12:30pm	<i>Lunch</i>		
12:30-1:45pm	Email	<ul style="list-style-type: none"> • Build an email list • Manage your list 	
1:45-2:45pm	Data Can Be Cool	<ul style="list-style-type: none"> • Utilize data visualization tools • Simplify white paper statistics and graphs 	
2:45-3:00pm	<i>Break</i>		
3:00-3:45pm	Location Technology	<ul style="list-style-type: none"> • What to use • Get people to buy in • Connect and grow your following 	
3:45-4:30pm	Analytics	<ul style="list-style-type: none"> • Where to get analytics • How to read them • Know what's important in analytics 	
4:30-5:30pm	Conclusion	<ul style="list-style-type: none"> • Put it all together – a comprehensive strategy 	
5:30pm	<i>Adjournment</i>		