Welcome and Introduction
5 mins. – Welcome by Leadership Institute Staff

Lecture – Message Development
40 mins. – Lecture
• Analysis of media interviews, including timing and content
• Introduction to messaging
• Integrating stories, facts, and stats

Lecture – Message Delivery
45 mins.
• Vocal emphasis
• Using inflection and tempo to deliver your message

Lecture – Personal Appearance
30 mins.
• What to wear
• Proper use of hand gestures
• Necessity of make-up

Practice – In-studio Exercise
45 mins.
Attendees go through two rounds of stand-up interviews and record 10-second soundbites.

Final Thoughts and Q&A
15 mins.

Conclusion