

Communications Workshop

Anytown, USA

Sample Agenda

*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	REGISTRATION AND OPTIONAL BREAKFAST		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> • Introductions • Agenda Overview 	Chris Godbey Senior Grassroots Coordinator Leadership Institute
9:15-10:00 AM	Mind the Gap	<ul style="list-style-type: none"> • How People Think and Choose • Moral Foundations • Using Intuitive Language 	Nathan Fatal Grassroots Program Coordinator Leadership Institute
10:00-10:45 AM	Building a Communications Plan	<ul style="list-style-type: none"> • Research • Setting Strategic Goals • Developing a Plan 	Nathan Fatal
10:45-11:00 AM	BREAK		
11:00-11:45 AM	Message Development	<ul style="list-style-type: none"> • Leesburg Grid • Themes and Narratives • Transitions 	Chris Godbey
11:45 AM-12:30 PM	Public Speaking	<ul style="list-style-type: none"> • Being Remembered • Vocal, Verbal, Visual • Confidence and Charisma 	Chris Godbey
12:30-1:30 PM	LUNCH		
1:30-2:15 PM	Identity as Message	<ul style="list-style-type: none"> • Personal Narratives • Mediums of Communication • Developing Your Biography 	Nathan Fatal
2:15-3:00 PM	Social Media Platforms	<ul style="list-style-type: none"> • Social Media Platforms • Targeting Audiences • Extending Your Reach 	Nathan Fatal
3:00-3:15 PM	BREAK		
3:15-4:00 PM	Public Relations and Earned Media	<ul style="list-style-type: none"> • Drawing Positive Coverage • Establishing Credibility • Writing a Press Release 	Nathan Fatal & Chris Godbey
4:00-4:45 PM	Crisis Communications	<ul style="list-style-type: none"> • Analyze the Attack • Six Strategies to Addressing Attacks • Execute, Evaluate, Repeat 	Chris Godbey
4:45-5:00 PM	QUESTIONS AND ADJOURNMENT		