



Leadership and Communications Workshop
Phoenix, AZ
Saturday April 27, 2019

*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 	Robert Arnakis Sr. Director of Domestic and International Programs 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 	Robert Arnakis
10:00-10:45 AM	Leadership and Organization Building	<ul style="list-style-type: none"> • Growing Your Organization • Recruitment and Retention • Servant Leadership 	Collin Corbett Founder COR Strategies
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 	Robert Arnakis
11:45 AM-12:30 PM	Public Relations and Earned Media	<ul style="list-style-type: none"> • Drawing Positive Coverage • Establishing Media Credibility • Developing a Brand in the Community 	Collin Corbett
12:30 PM	QUESTIONS AND ADJOURNMENT		