Welcome and Introduction
9:30 a.m. – Tiffany Roberts, Leadership Institute

Lecture – Message Development
9:35 a.m. – Beverly Hallberg, President, District Media Group
  • Analysis of media interviews, including timing and content
  • Introduction to messaging
  • Integrating stories, facts, and stats

Lecture – Message Delivery
10:15 a.m.
  • Vocal emphasis
  • Using inflection and tempo to deliver your message

Lecture – Personal Appearance
11:00 a.m.
  • What to wear
  • Proper use of hand gestures
  • Necessity of make-up

Practice – In-studio Exercise
11:30 a.m.
Attendees go through two rounds of stand-up interviews and record 10-second soundbites.

Final Thoughts and Q&A
12:15 p.m.

Conclusion
12:30 p.m. – Tiffany Roberts