Welcome and Introduction  
2:00 p.m. – Ryan Brann, Leadership Institute

Lecture – Message Development  
2:05 p.m. – Molly Thrasher, District Media Group  
- Analysis of media interviews, including timing and content  
- Introduction to messaging  
- Integrating stories, facts, and stats

Lecture – Message Delivery  
2:45 p.m.  
- Vocal emphasis  
- Using inflection and tempo to deliver your message

Lecture – Personal Appearance  
3:15 p.m.  
- What to wear  
- Proper use of hand gestures  
- Necessity of make-up

Practice – Virtual Exercise  
4:00 p.m.  
Attendees go through stand-up interviews and record 10-second soundbites.

Final Thoughts and Q&A  
4:45 p.m.

Conclusion  
5:00 p.m. – Ryan Brann