



Student Activism Conference- Chicago

***Breakfast is from 6:00am-8:30am at the hotel**

| TIME | SESSION TOPIC | KEY DISCUSSION POINTS | PRESENTER |
|---------|---|---|---|
| 8:30AM | Registration | | |
| 9:00AM | Welcome & Opening Remarks | <ul style="list-style-type: none"> • Leadership Institute programs • What to expect at the SAC | Kristin Dobson <i>National Field Director</i> Leadership Institute |
| 9:30AM | Your Legal Rights on Campus | <ul style="list-style-type: none"> • Public vs. Private schools • Free speech on campus • Group funding and recognition | Tyson Langhofer <i>Legal Council</i> Alliance Defending Freedom |
| 10:45AM | Recruitment: Building Your Organization | <ul style="list-style-type: none"> • Tabling • Clipboarding • Other techniques | Nathan Berning <i>Regional Field Coordinator</i> Leadership Institute |
| 12:00PM | Lunch | | |
| 12:45PM | Being Effective | <ul style="list-style-type: none"> • Abuses against free speech • How you can be part of the solution • Examples of abuse • What victory looks like | Bill Dowhy <i>Regional Field Coordinator</i> Leadership Institute |
| 2:00PM | How to Host a Public Program | <ul style="list-style-type: none"> • Using events to promote your cause • Managing your event • Publicizing your event | Allen Clarke <i>Regional Field Coordinator</i> Leadership Institute |
| 3:00PM | Exposing Bias & Abuse with Viral Video | <ul style="list-style-type: none"> • Capturing good video • Making video go viral | Cabot Phillips <i>Director of Campus Outreach</i> Leadership Institute |



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| 4:00PM | Fundraising and Finances | <ul style="list-style-type: none"> • 90 minute breakout session • Direct mail fundraising • Personal solicitation | Kelsey Mix <i>Regional Field Coordinator</i> Leadership Institute |
| 5:30PM | Dinner | | |
| 6:00PM | Activism: Promoting Your Values | <ul style="list-style-type: none"> • Ideas for fiscal conservatives • Ideas for social conservatives • Building coalitions | Abe Alassaf <i>Regional Field Coordinator</i> Leadership Institute |
| 7:00PM | Introduction to Television Training | <ul style="list-style-type: none"> • Basics of the TV interview • Techniques for good on-camera presence | Cabot Phillips <i>Director of Campus Outreach</i> Leadership Institute |
| 7:45PM | Crafting an Effective Message | <ul style="list-style-type: none"> • Earning favorable media attention • The “Four Boxes” • Talking points | Bill Dowhy <i>Regional Field Coordinators</i> Leadership Institute |
| 9:00PM | Dismissal | | |



*Bring luggage to the meeting room

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| 8:30AM | Registration | | |
| 9:00AM | On-Camera Television Training | <ul style="list-style-type: none">• 90 minute breakout session• Interactive training | Cabot Phillips <i>Director of Campus Outreach</i> Leadership Institute |
| 9:00AM | Activism: Defending Your Rights & Presentation Prep | <ul style="list-style-type: none">• Taking over student government• Changing campus policies• Exposing bias and abuse | Allen Clarke <i>Regional Field Coordinator</i> Leadership Institute |
| 12:45PM | Lunch | | |
| 1:30PM | Group Presentations | <ul style="list-style-type: none">• Present campus activism plans• Q & A from experts• Final thoughts | Judges <i>Expert Panel</i> Leadership Institute |
| 3:30PM | Dismissal | | |