



SAC-- Tampa

Saturday, April 9th, 2016

***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 	Travis Barham <i>Legal Council</i> Alliance Defending Freedom
10:45AM	Recruitment: Building Your Organization	<ul style="list-style-type: none"> • Tabling • Clipboarding • Other techniques 	Ryan Shellooe <i>Regional Field Coordinator</i> Leadership Institute
12:00PM	Lunch		
12:45PM	Growing Your Influence: Creating Leaders and Coalitions	<ul style="list-style-type: none"> • Identifying leaders • Motivating members • Building coalitions 	Fernando Reyes <i>Regional Field Coordinator</i> Leadership Institute
2:00PM	Fundraising and Finances	<ul style="list-style-type: none"> • 90 minute breakout session • Direct mail fundraising • Personal solicitation 	Crissy Brown <i>Regional Field Coordinator</i> Leadership Institute



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3:30PM	How to Host a Public Program	<ul style="list-style-type: none"> • Using events to promote your cause • Managing your event • Publicizing your event 	Kristin Dobson <i>National Field Director</i> Leadership Institute
4:30PM	Activism: Promoting Your Values	<ul style="list-style-type: none"> • Ideas for fiscal conservatives • Ideas for social conservatives • Ideas for defense conservatives 	Alex Witoslawski <i>Regional Field Coordinator</i> Leadership Institute
5:15PM	Dinner		
5:45PM	Exposing Bias & Abuse with Viral Video	<ul style="list-style-type: none"> • Capturing good video • Making video go viral 	Crissy Brown <i>Regional Field Coordinator</i> Leadership Institute
6:45PM	Introduction to Television Training	<ul style="list-style-type: none"> • Basics of the TV interview • Techniques for good on-camera presence 	Beverly Hallberg <i>President</i> District Media Group
7:45PM	Crafting an Effective Message	<ul style="list-style-type: none"> • Earning favorable media attention • The “Four Boxes” • Talking points 	Bryan Bernys <i>VP of Campus Programs</i> Leadership Institute
9:00PM	Dismissal		



Sunday, April 10, 2016

*Bring luggage to the conference room at this time.

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TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30AM	Registration		
9:00AM	On-Camera Television Training	<ul style="list-style-type: none">• 90 minute breakout session• Interactive training	Beverly Hallberg <i>President</i> District Media Group
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	Fernando Reyes <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		