

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
9:00-9:30am	<i>Registration and Breakfast</i>		
9:30-9:35am	Welcome and Opening Remarks		Training Coordinator Leadership Institute
9:35-10:00am	Message Development	<ul style="list-style-type: none"> • Analysis of media interviews (timing and content) • Introduction of messaging template 	
10:00-10:15am	<i>Break</i>		
10:15-11:00am	Message Delivery	<ul style="list-style-type: none"> • Vocal emphasis - understanding inflection and tempo 	
11:00-11:30am	Personal Appearance	<ul style="list-style-type: none"> • What to wear, proper use of hand gestures, and the necessity of makeup 	
11:30-12:30pm	In-Studio Exercise	<ul style="list-style-type: none"> • Two rounds of stand-up interviews (10-second sound bites) 	
12:30-1:30pm	<i>Lunch</i>		