April REVERB Training Agenda

Tuesday, April 17th

6:00	**Dinner**
7:00	**PowerBase Demo** **Project consulting time**

Wednesday, April 18th

9:00-9:45	**Welcome, introductions, icebreaker, agenda review**
9:45-11:00	**Unpacking data and the culture of data**
11:00-11:15	**Break**
11:15-11:30	**Essential communication elements**
11:30 -12:00	**Elevator pitches (3)**
12:00-12:45	**Lunch**
12:45-1:15	**The Art of Workflow Development**
1:15-2:15	**Workflow development work time**
2:15-2:45	**Elevator pitches (3)**
2:45-3:00	**Break**
3:00-3:30	**Online Communications Survival Guide -- Overview**
3:30-4:30	**Online tools – breakout groups:** ● **Facebook** ● **Twitter** ● **E-everything (email, E-Actions, E-Newsletters)**
4:30-5:00	**Highlights from breakout group discussions**
5:00-5:30	**Elevator pitches (3)**
6:00	**Dinner**
7:00-?	**Project consulting time** **S'mores and storytelling around the fire**

Thursday, April 19th

9:00-9:30	**Unpacking websites**
9:30-10:30	**Workshopping websites**
10:30-10:45	**Break**
10:45-11:30	**Anatomy of a story**
11:30-12:00	**Elevator Pitches (3)**
12:00-12:45	**Lunch**
12:45-1:15	**Elevator Pitches (3)**
1:15-2:00	**Online tools – breakout groups: (repeat from yesterday; choose another tool)**

- **Facebook**
- **Twitter**
- **E-everything (email, E-Actions, E-Newsletters)**
- **Websites**

2:00-2:15	**REVERB assignments between the training sessions**
2:15-3:15	**Take it home planning time**
3:15-3:45	**Evaluation of training**
3:45-4:00	**Pack up and head home**