

## **June REVERB Training Agenda**

### **Tuesday, June 19<sup>th</sup>**

**9:00-9:45**

**Welcome, icebreaker, agenda review**

Review of last session, overview of this session

**9:45-10:30**

**Breaking through the noise: What works? (Christina)**

- Communications options montage
- Discussion – what did you like, why?

**10:30-10:45**

**Break**

**10:45-11:30**

**Imagery: You Gotta Have It (Josh)**

**11:30-12:00**

**Making videos—Yes You Can! (Jen)**

**12:00-1:00**

**Lunch**

**1:00-1:30**

**Reaching and building your audience: The Essentials (CR)**

**1:30-2:15**

**Inform your communications: The Survival Guide  
Overview (CR, BS, AA)**

- Surveys
  - Focus groups
  - Data analysis
  - Polling
- (in all of them we'll talk about best uses, how to do it on the cheap, ...)

**2:15-2:30**

**Break**

**2:30-3:15**

**Break-out group discussion: Using the tools**

- Surveys, focus groups, polling (CR & BS)
- Data analysis, list segmentation (AA & MS)
- Getting the photos you want/need (Josh)

**3:15-4:00**

**Focus grouping your elevator pitch**

(small groups, 3 orgs per group present pitch to each other and give each other feedback)

**4:00-4:30**

**Refining your pitch – work time**

(in your orgs, work on your pitch based on the feedback you got in the small groups)

**4:30-5:30**

**Break out groups**

- Website workshop (BS, CR, & Josh))
- Video production (Jen)
- Open work/consult time

**6:00**                      **Dinner**

**7:00-?**                    **Consulting time**  
**Video production worktime**

**Wednesday, June 20<sup>th</sup>**

**9:00-9:15**                **Morning check-in**

**9:15-9:45**                **Elevator pitch presentations**

**9:45-10:30**              **Communications planning tool options (CR)**

**10:30-10:45**             **Break**

**10:45-11:30**             **Take it home: Communications plan work time**

**11:30-12:00**             **Elevator pitch presentations**

**12:00-12:45**             **Lunch**

**12:45-1:30**                **Small group work – communications plan feedback**  
In organizational pairs, discuss communications plan and get feedback

**1:30-2:30**                **Finishing up: Work time**

- Video production team
- Fine-tuning your communications plan
- REVERB: Take it home plan
- Last minute time with resource people and/or participants

**2:30-3:15**                **Final presentations**

- Video
- Elevator pitches
- Anything else for show and tell

**3:15-4:00**                **Evaluation time**

**4:00**                        **Pack up and head home**