

**REVERB: Strategic Communications & Technology
AGENDA Day 1: July 8, 2015**

9:00 AM		Welcome, Agenda Review, team intros, Group Activity
9:30 AM		What does Communications Integration Look Like? Case Studies - purpose of REVERB, what we mean by alignment
10:00 AM		Communications strategy
10:45 AM		Break
11:00 AM		Agile planning
12:00 PM		Lunch
1:00 PM		In your own words - "elevator pitch" for your website
1:30 PM		In your own words - "elevator pitch" for your website - workshop
2:30 PM		Tools to Tell your Story – VOCAL case study
3:00 PM		Getting the Word out: Email still matters
3:45 PM		Break
4:00 PM		Website is your Hub
5:00 PM		Workshop: Storytelling with social media tools
5:45 PM		Evaluation / Adjourn

**REVERB: Strategic Communications & Technology
AGENDA Day 2: July 9, 2015**

9:00 AM		Welcome, Agenda review, questions
9:30 AM		In your own words "Elevator Pitch" review & presentations
10:00 AM		Story Telling with Social Media
10:45 AM		Break
11:00 AM		Anatomy of Story & Workshop: Storytelling with video
12:15 PM		Lunch
1:15 PM		Harnessing the Power of Data
1:45 PM		Harnessing the Power of Data, pt 2
2:30 PM		Informing your Communications with List Building and Segmentation & Data Analysis
3:00 PM		Break
3:15 PM		Breaking through the noise: working with photos
4:15 PM		Breaking through the noise: working with imagery
4:45 PM		Wrap-up, Eval, Adjourn

**REVERB: Strategic Communications & Technology
AGENDA Day 3: July 10, 2015**

9:00 AM		Welcome, Agenda, training site access
9:30 AM		Thinking Big: Planning the Campaign
11:00 AM		Break
11:15 AM		Who's your audience? Segmenting your lists
12:00 PM		Profiles
12:45 PM		Lunch
1:45 PM		Events
2:45 PM		Mass Email
3:45 PM		Break
4:00 PM		Run the campaign
4:45 PM		Wrap up, eval, adjourn