

**2014 REVERB Agenda  
April 8<sup>th</sup>-10th**

**Tuesday, April 8<sup>th</sup>**

**6:00 Dinner**

**7:00 Fireside chat and S'mores**

**Wednesday, January 30th**

**MORNING**

**7:30-8:30**

**Breakfast**

**8:45-9:30**

**Welcome, quick introductions  
Agenda overview: What we're going to cover in the  
trainings  
REVERB program introduction**

**9:30-9:55**

**Communications: love it! hate it!**

**9:55-10:10**

**Communications weaknesses: Where does your  
organization need help?**

**10:10-10:25**

**Top ten communications list: What are organizations *really*  
doing?**

**10:25-10:40**

**Break**

**10:40-11:00**

**Essential communication elements**

**11:00-11:30**

**Communications bingo**

**11:30-12:00**

**You catch more flies with honey – Anatomy of a story**

**12:00-12:45**

**Lunch**

**AFTERNOON**

**12:45-1:30**

**What does integration look like?**

**1:30-1:45**

**Online ecosystem overview**

**1:45-2:15**

**Unpacking websites**

**2:15-2:45**

**Unpacking email**

<b>2:45-3:00</b>	<b>Break</b>
<b>3:00-3:20</b>	<b>Unpacking Facebook</b>
<b>3:20-3:45</b>	<b>Unpacking Twitter</b>
<b>3:45-4:15</b>	<b>Breaking through the noise</b>
<b>4:15-4:30</b>	<b>Daily Evaluation</b>
<b>4:30-5:30</b>	<b>Storytelling exercise work time, Part I</b>
<b>6:00</b>	<b>Dinner</b>
<b>7:00</b>	<b>Evening options:</b> <ul style="list-style-type: none"> <li>• <b>Twitter workshop</b></li> <li>• <b>Individual organization consulting time with resource team</b></li> <li>• <b>Storytelling exercise work time</b></li> <li>• <b>Down time</b></li> </ul>

**Thursday, January 31<sup>st</sup>**

**MORNING**

**7:30-8:30**

**Breakfast**

**8:45-10:45**

**Zen and the art of workflows, Part I**

**10:45-11:00**

**Break**

**11:00-12:00**

**In Your Own Words, Part I**

**12:00-12:45**

**Lunch**

**AFTERNOON**

**12:45-1:15**

**Breaking through the noise:  
NE Appleseed Photo Exhibit**

**1:15-2:15**

**Work time options:**

- **Individual organization consulting time with resource team**
- **Storytelling exercise work time**
- **In Your Own Words**

**2:15-2:30**

**Break**

**2:30-3:15**

**Breaking through the noise:  
Obamacare/Got Insurance**

**3:15-3:45**

**Training Evaluation**

**4:00**

**Head home**