

**Four Freedoms Fund & Just and Fair Schools Funds REVERB 2013
Session #2 Agenda—April 3-5, 2013**

Wednesday, April 3rd

- 6pm** **Dinner**
- 7pm** **Venue Orientation, Opening Reception**
- 7-9pm** **Evening Consulting**

Thursday, April 4th

- 9am-12pm** **Harnessing the Power of Data**
- 12pm** **Lunch**
- 1pm** **Communications planning that works**
- 3:30pm** **Break**
- 3:45pm** **Obamacare Story**
- 4:15pm** **Daily evaluation**
- 4:30pm** **Get what you want time**
- Video production
 - Consulting
 - Work on refining org stories, workflows, data collection...
 - Take a walk, take a nap, ...
- 6pm** **Dinner**
- 7-9pm** **Evening Consulting Time**

Friday, April 5th

- 9am-12pm** **Breaking Through the Noise—using imagery to strengthen your communications**
- 12pm** **Lunch**
- 1pm** **Testing your communications**
- 1:45pm** **Take it home/work time**
- 2:45pm** **Presentations and feedback**
- 3:30pm** **Evaluation**
- 4:00** **Pack up...off for the weekend!**