



2017 LEADERSHIP OREGON

LEADERSHIP *that makes a* DIFFERENCE.

AGENDA: Session 1 – Communications and Strategic Messaging January 13-14, 2017

Friday, January 13		Saturday, January 14	
9:00am	Welcome! Getting to Know Each Other	8:30am	Leadership Projects
9:45am	Communications Overview: Creating relationships, dealing with reporters, tough situations, & ways of saying no comment <i>Alex Pulaski</i> , Director of Communications, OSBA	8:45am	Advocacy Overview <i>Lori Sattenspiel</i> , Interim Director of Legislative Services, OSBA
10:45am	Break	9:45am	Break
11:00am	Social Media: Powerful tools & avoiding pitfalls <i>Rachel Fleenor</i> , Branding and Digital Marketing Strategist, OSBA	10:00am	The Change Game <i>Renee Sessler</i> , Board Development Specialist, OSBA
12:00pm	Lunch	12:00pm	Adjourn
1:00pm	Telling your story, part 1: Using strong visuals in PowerPoint <i>Rachel Fleenor</i> , Branding and Digital Marketing Strategist, OSBA; <i>Gina Hutchinson</i> , Graphic Design and Print Specialist		
1:30pm	Telling your story, part 2: Crafting compelling messages, the power of words, & body language <i>Alex Pulaski</i> , Director of Communications, OSBA; <i>Jake Arnold</i> , Communications and News Specialist; <i>Rachel Fleenor</i> , Branding and Digital Marketing Strategist		
2:30pm	Break		
2:45pm	TV interviews: Being effective & staying out of trouble spots <i>Alex Pulaski</i> , Director of Communications, OSBA; <i>Jake Arnold</i> , Communications and News Specialist; <i>Rachel Fleenor</i> , Branding and Digital Marketing Strategist; <i>Therese Holmstrom</i> Pre-loss Attorney		
4:00pm	Adjourn		