



Truman National Security Project

WiLL/WAND Women Leaders Communications Training: “Message Matters”
February 20-22, 2015
Hilton Minneapolis
Conrad B
1001 Marquette Avenue, Minneapolis, MN 55403

Friday, February 20

4:00pm-5:30pm	Introduction to Social Media Room: Conrad B
5:30pm-6:30pm	Reception Room: Conrad A Keynote: Tina Smith, Lieutenant Governor, State of Minnesota <i>With special thanks to our sponsors AFSCME Minnesota, Minnesota Association of Professional Employees, Minnesota Insurance and Financial Services Council, SEIU Minnesota State Council, and St. Paul Teachers Pension PAC.</i>
6:30pm-7:00pm	Dinner Room: Conrad B
7:00pm-8:30pm	Introduction to WiLL and WAND Room: Conrad B

Saturday, February 21

7:45am-8:30am	Breakfast Room: Conrad B
8:30am-10:00am	Strategic Communications: Connecting through Emotions and Values Room: Conrad B
10:00am-10:15am	Break
10:15am-11:45am	Strategic Communications Room: Conrad B
11:45am-1:00pm	Lunch Room: Conrad B Speaker: Jana Shortal, Reporter, KARE 11
1:00pm-1:30pm	Review of Strategic Communications and Budget Priorities Room: Conrad B
1:30pm-3:30pm	Effective Op-eds and Persuasive Writing Room: Conrad B
3:30pm-3:45pm	Break
3:45pm-6:00pm	Mastering Social Media Room: Conrad B
6:00pm-6:30pm	Break
6:30pm-7:30pm	Dinner Room: Conrad C



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Sunday, February 22

7:45am-8:30am	Breakfast Conrad B
8:30am-9:00am	Op-eds and Persuasive Writing Room: Conrad B
9:00am-10:15am	On Camera Tips Room: Conrad B
10:15am-10:30am	Break
10:30am-12:00pm	On Camera Tips Room: Conrad B
12:00pm-1:00pm:	Evaluations and Wrap-up Room: Conrad B Boxed lunches available
1:00pm	Participants depart

Thank you to the Arca Foundation, Colombe Foundation, Ploughshares Fund, Pfizer, Stewart R. Mott Foundation, and the Women’s Foundation of Minnesota for making this training possible!