



WOMEN LEGISLATORS' LOBBY WOMEN · POWER · PEACE

WiLL/WAND Women Leaders Communications Training

featuring Center for American Progress

February 26-28, 2016

SLS Las Vegas Hotel | 2535 S. Las Vegas Boulevard | Las Vegas, NV 89109

Friday, February 26

3:00-4:00pm	<p>Introduction to the Training</p> <ul style="list-style-type: none"> • Review the goals of the training • Participants introduce themselves, review their communications challenges, and what they hope to get out of the training <p>Room: Albert I & II</p>
4:00-5:30pm	<p>About WiLL and WAND</p> <ul style="list-style-type: none"> • Overview of WiLL and WAND issues • In-depth look at how and decisions made about the federal budget by Members of Congress impact state and local programs, priorities, and resources • Connecting the dots between state policy and federal budget decisions <p>Introduction to CAP</p> <ul style="list-style-type: none"> • Overview of CAP's Women's Opportunity Network • In-depth look at opportunities and initiatives to increase economic security for women and working families at the state level <p>Room: Albert I & II</p>
5:30-6:00pm	Break
6:00-7:00pm	<p>Reception</p> <p>Welcome <i>Jan Jones Blackhurst, former Mayor of Las Vegas</i></p> <p>Room: Congo</p>
7:00-8:30pm	<p>Dinner</p> <p>Diving Deeper: Women's Economic Security in the States</p> <p><i>Assemblywoman Olivia Diaz (NV)</i> <i>Annette Magnus, Executive Director, Battle Born Progress and Institute for a Progressive Nevada</i> <i>Moderator: Senate President Sandy Pappas (MN), WiLL Vice President</i></p> <p>Room: Albert I & II</p>

Saturday, February 27

8:00-9:00am	<p>Breakfast</p> <p>Room: Albert I & II</p>
9:00-10:00am	<p>Telling Your Story</p> <ul style="list-style-type: none"> • What makes a compelling narrative • How storytelling can be used with different audiences <p>Room: Albert I & II</p>
10:00-10:15am	Break



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10:15-11:45am	<p>Message Crafting & Delivery</p> <ul style="list-style-type: none"> • Fundamentals of message creation • Incorporating your personal story into a concise and impactful message <p>Room: Albert I & II</p>
11:45am-1:00pm	<p>Lunch</p> <p>Connecting with the Media <i>Colleen McCarty, Associate, Gentile, Cristalli, Miller, Armeni & Savarese</i> <i>Moderator: Tori Taylor, State Campaigns Manager, Center for American Progress</i></p> <p>Room: Albert I & II</p>
1:00-2:30pm	<p>Social Media and Digital Technology</p> <ul style="list-style-type: none"> • Online networks, tips, and selected tools and apps to make social media more accessible • In-depth, hands-on session on how best to use Facebook, Twitter, and a couple of other selected apps/tools (any other latest/greatest tools and technology which would help women legislators lead/campaign/impact debate more effectively and efficiently) • Practice time using sample messages from earlier sessions • How to target specific online networks or sites to reach intended audiences, broaden your reach and impact <p>Room: Albert I & II</p>
2:30-2:45pm	Break and Group Photo
2:45-3:45pm	<p>Effective Op-eds and Persuasive Writing</p> <ul style="list-style-type: none"> • Appropriate usage/timing for op-eds and letters-to-the-editor and tips for making them compelling <p>Room: Albert I & II</p>
3:45-4:00pm	Break
4:00-5:30pm	<p>Building Your Network</p> <ul style="list-style-type: none"> • How to develop a network of media contacts, what to send them, and how to get coverage • Using social media to build journalist relationships <p>Room: Albert I & II</p>
5:30-6:30pm	Break
6:30-7:30pm	Dinner
<u>Sunday, February 28</u>	
8:00am-9:00am	<p>Breakfast</p> <p>Room: Albert I & II</p>
9:00-10:15am	<p>Going Live: Public speaking and On-air/Interview Tips</p> <ul style="list-style-type: none"> • Crafting effective message for intended audience and speaking with authority • How to engage with a hostile audience or interviewer • Role play scenarios with critique <p>Room: Albert I & II</p>



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10:15-10:30am	Break
10:30am-12:00pm	<p>Putting It All Together</p> <ul style="list-style-type: none"> • Case Studies and role-play • How to measure your impact • Break out into small groups and have participants demonstrate skills that they've learned and are excited to take action on <p>Room: Albert I & II</p>
12:00pm-1:00pm	<p>Evaluations and Wrap-up</p> <ul style="list-style-type: none"> • All participants fill out action commitment cards • How we can help • Opportunities for further relationship-building with participants after the training • Evaluations <p>Room: Albert I & II Boxed lunches available in Marcel I & II</p>
1:00pm	Participants depart

With special thanks to our event sponsors AT&T Nevada, Employers Insurance Group, JK Belz & Associates, Las Vegas Metro Chamber of Commerce, Las Vegas Paving Corporation, Lewis Roca Rothgerber Christie, Retail Association of Nevada, Teamsters Local 986, and Valley Health System.