



Women Leaders Communications Training
June 10-12, 2016
The Warwick Hotel (Room: Executive Lounge)
 1776 Grant Street, Denver, CO 80203

<u>Friday, June 10</u>	
3:30-4:30pm	<p>Introduction to the Training</p> <ul style="list-style-type: none"> - Participants introduce themselves, review their communications challenges, and what they hope to get out of the training - Overview of WiLL/WAND and SiX and goals of the training <p>Speakers: Molly Noble (SiX) Senator Nan Orrock (WiLL/WAND)</p>
4:30-5:30pm	<p>Reflections on 2016 State and Federal Economic Policy Successes and Failures</p> <ul style="list-style-type: none"> - Overview of federal budget and its impact on the state - Review of progress on key economic issues in 2016 state legislative sessions to date <p>Speakers: Jessie Calkins (WAND) Sean Hinga (SiX)</p>
5:30-6:30pm	Break
6:30-8:30pm	<p>Opening Reception</p> <p>Remarks: Speaker Dickey Lee Hullinghorst, Colorado House of Representatives Councilwoman Robin Kniech, Denver City Council</p>

<u>Saturday, June 11</u>	
8:00-9:00am	Breakfast & Registration
9:00-10:30am	<p>Morning Plenary: Messaging an Economic Narrative</p> <ul style="list-style-type: none"> - What makes a compelling economic narrative? - Pulling from the research conducted through the CO Narrative Project and American United Economic project, this session will discuss which state and federal policies are motivational and how to talk about them and connect how budgeting decisions made at the federal level profoundly impact states <p>Speakers: Jessie Calkins (WAND) Maria de Cambra (Strong Colorado)</p>
10:30-10:45am	Break

Join the conversation on Twitter using #WiLLSiXComms: @WomenLegisLobby @WomensAction @StateInnovation



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10:45am-12:00pm	Communicating with Conviction <ul style="list-style-type: none"> - Crafting effective messages for intended audience and speaking with authority - How to engage with a hostile audience or interviewer - Tips for public speaking <p>Speaker: Representative Faith Winter, CO (Wellstone Action)</p>
12:00-12:45pm	Lunch
12:45-2:45pm	Digital Media Strategies <ul style="list-style-type: none"> - Overview of social media platforms and their appropriate uses for legislators - How to target specific online networks or sites to reach intended audiences, broaden your reach and impact - Using digital platforms to communicate with constituents and to build lists and networks <p>Speakers: Anay Bickham (Wellstone Action) Jessie Calkins (WAND) Conor McCabe (Strong Colorado) Christy Powell (Project New America)</p>
2:45-3:00pm	Break
3:00-5:00pm	Digital Media Hands-on Session <ul style="list-style-type: none"> - Setting up digital platforms - Crafting some sample digital/social content on a key economic issue <p>Speakers: Anay Bickham (Wellstone Action) Jessie Calkins (WAND) Conor McCabe (Strong Colorado) Christy Powell (Project New America)</p>
5:00-6:00pm	Break
6:00-8:00pm	Connecting with Journalists <p>Speakers: Marianne Goodland (The Colorado Independent) Jon Monteith (SiX)</p>



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<u>Sunday, June 12</u>	
8:30am-9:30am	Breakfast
9:30-11:00am	<p>Working with the Press</p> <ul style="list-style-type: none"> - How to hold an effective press conference: telling stories, using visuals, getting out the message, amplifying with social media, etc. - Engaging with ethnic and non-traditional media - Pivoting and staying on message (with role play) <p>Speakers: Senator Sandy Pappas, MN (WiLL/WAND) Representative Faith Winter, CO (Wellstone Action)</p>
11:00-11:15am	Break
11:15am-12:30pm	<p>Putting It All Together: Crafting and Executing a Communications Strategy</p> <ul style="list-style-type: none"> - Case studies of effective communications plans - Role play scenarios with critique - Setting goals and measuring impact - Each participant drafts personal communications plan, then break out into small groups and discuss <p>Speaker: Representative Faith Winter, CO (Wellstone Action)</p>
12:30pm-1:00pm	<p>Wrap-up & Next Steps</p> <ul style="list-style-type: none"> - All participants fill out action commitment cards - How can we help: opportunities for continuing engagement with participants after the training - Evaluations <p>Speakers: Molly Noble (SiX) Senator Nan Orrock (WiLL/WAND)</p>
1:00pm	<p>Participants depart</p> <p>Boxed lunches available</p>