2014 REVERB Session 2 Agenda

**Goals: What concrete changes do we want to see as a result of participation in REVERB?**

**Big ideas/concepts/frameworks we want to address in the two trainings**

* Groups/participants develop a more integrated approach to doing their work
* Groups/participants develop a clearer sense of the important role of data, and how to collect and manage it
* Groups/participants understand the increasingly important role visuals play in reaching people and getting their messages across
* Understanding the importance of and techniques for list segmentation as key to targeting different audiences
* Understanding how to break through the noise
* Understanding how to reach new people -- storytelling
* Understanding why communications skills should be widely held throughout the organization
* Don’t do things just to do it, do it because it’s the best way to get where you want to go (don’t do things just because you know how to do it, because it’s comfortable, never assume, what will it take to meet your goals)

**Wednesday, June 11th**

**6:00 Dinner**

**7:00 Fireside chat and S’mores**

**Thursday, June 12th**

**8:45-9:30 Welcome, agenda review, activity**

**9:30-10:45 Harnessing the Power of Data**

**10:45-11 Break**

**11-11:30a Harnessing the Power of Data, cont’d**

**11:30-12pm Informing your Communications with List Segmentation & Data Analysis**

**12-1p Lunch**

**1-1:30p Fun with Testing & Counting Overview**

**1:30-2:30p** **Getting Down and Dirty with** **Analytics**

**2:30-3:30 Breaking through the Noise Redux**

**3:30-3:45 Break**

**3:45-4:30 Workshopping Activity**

Continute workshopping in your own images, orIn your own

words, website, images, email, etc.

**4:30p Evaluations**

**4:30-6pm Worktime**

**Options**

* + - * Immigration Op-ed: visuals, video, narrative for online content
      * Workflow time or other consulting with resource team
      * Work on In your own words
      * Data worksheets
      * Continue workshopping
      * Take a walk, take a nap, …

**6-7p Dinner**

**7pm on Consulting & work on group projects for presentations**

**Friday, June 12th**

**8:45-9a Recap, review the day**

**9-9:15 Keeping the Creative**

**9:15-10:15** **Triage: What’s your pain**

**10:15-11:30** **Communications Planning**

**11:30-12** **What’s New with Social Media Analytics Demo OR**

**More group work time / consulting**

**12-12:45** **Lunch**

**12:45p** **Evaluations**

**12:45-1:30** **Group work time / consulting**

**1:30-2:30** **Presentations –**

* Immigration Op-ed: visuals, video, narratives for online content (each group 15 minutes)
* In your own words
* Any other show & tell

**2:30-3 Wrap-up / more consulting**

**3pm Departure**