



Michigan's National Service Programs Communicators Institute

This special hands-on learning program is sponsored by the Corporation for National & Community Service (CNCS) and the Michigan Community Service Commission. The Institute is designed for those who are working to build public awareness and visibility in order to advance national and community service program goals.

AGENDA

8:30 a.m.	Registration
9:00 a.m.	Welcome/Overview/Action Planning
10:00 a.m. – 12:00 p.m.	Telling Your Story
10:00 a.m. – 12:00 p.m.	Speed Dating - Content Clinics <ul style="list-style-type: none"> • Web Site & Social Networking Clinic • Material Makeover & Branding Clinic • Overcoming Obstacles Clinic • Shaping Your Story So It's Newsworthy
12:00 – 1:00 pm	NETWORKING LUNCH
1:00 – 3:00 p.m.	Telling Your Story
1:00 – 3:00 p.m.	Speed Dating - Content Clinics <ul style="list-style-type: none"> • Web Site & Social Networking Clinic • Material Makeover & Branding Clinic • Overcoming Obstacles Clinic • Shaping Your Story So It's Newsworthy
3:00 – 3:30 p.m.	BREAK
3:30 – 4:30 p.m.	Action Planning
4:40 – 5:00 p.m.	Closing

Telling Your Story: Art and Science of Powerful Presentations

Improve your public speaking and media presentation techniques, as well as learn some “tricks of the trade” with an experienced media professional. Plus, refresh and strengthen your story by creating value-based messages which highlight program impact. You will also discover effective ways to deliver your story and message to various target audiences, both internally [within the workplace] and externally [with public stakeholders].

Web Site & Social Networking Clinic

Explore web and other internet-based sustainability applications from a social networking professional. You will examine how to best use your web site and other social networking sites to help raise funds, increase visibility, strengthen partnerships, and recruit volunteers.

Material Make Over & Branding Clinic

Learn how to liven up your publications, direct mail, annual reports, newsletters, and other products during an open, safe critique clinic with a creative design studio executive. Discover what works and ways to make significant improvements to your publications and products. Also, find new ways to distinguish your program from the competition and get both your internal and external, primary and secondary audiences energized, intrigued, reminded, and reinforced by your brand.

Overcoming Obstacles Clinic

Identify and design specific strategies to overcome your communication challenges and leverage your communication opportunities in order to increase visibility for your organization and its national and community service programs.

Shaping Your Story So It's Newsworthy

Utilize "hot topics" and current events to get the media excited about the story you have to tell. Learn to highlight your program's value-based message and community impact as well as appealing to the reader's heart and head.

Craft Your Communications Action Plan

Review, revise, and/or rebuild your current communications plan and use a variety of resources to create synchronized and complementary national and community service messages, events, and promotion programming.