



University of Florida College of Journalism and Communications
PO BOX 118400 Gainesville Florida 32611

STRATEGIC COMMUNICATIONS ACADEMY

DAY ONE

- 12 pm **Welcome Lunch**
Connect with your fellow participants and your coaches
- 1:00 pm **Stop Raising Awareness Already**
It's time for activists and organizations to adopt a more strategic approach to communications.
- 1:30 pm **Five Imperatives for Change Making Communicators**
Most leaders would say they don't have time to add additional communications tasks to their workload. Changing how you think about your work can make everything you do more effective, without adding new things to your to-do list. These five rules—rooted in social science and illustrated with lots of real-world examples—will give you a new way to approach your communications challenges.
- 2:30 pm **Break**
- 2:45 pm **The Back-of-the-Envelope Guide to Strategic Communications Planning**
- 4:00 pm **Using Human-Centered Design to Hone Your Tactics**
Learn how design thinking can change how you connect with the communities most important to your success.
- 4:45 pm **Closing and Homework**



DAY TWO

- 8:30 am **Breakfast and Coffee Available**
- 9:00 pm **The Science of Story Building**
We'll explore the science that makes stories memorable, sharable and inspiring.
- 10:00 pm **Break**
- 10:15 pm **Story Building Clinic**
Use your new insights to make your stories even better.
- 12 pm **Lunch**
- 1:00 pm **Building Unforgettable Presentations**
We'll share the magic behind great presentations, and help you build new skills that will help you break through writer's block.
- 2:30 pm **Break**
- 2:45 pm **Physical Science**
Even the most experienced presenters find themselves struggling to use their gestures effectively during presentations. We'll show you the science of building your credibility and establishing trust through gestures and physical presence.
- 3:15 pm **Developing Your Content Strategy**
Our evolving media ecosystem is creating new opportunities for you to connect your messages to audiences. In this session, you'll connect what you've learned about social science and design thinking to create and share content in ways that provide value to your more important audiences and increases your credibility and reputation.
- 4:00 pm **Ask Us Anything**
- 4:30 pm **Closing**

