

2016 SPIN Academy 18
Participant Agenda

TUESDAY, AUGUST 25

TIME	ACTIVITY	LEAD	DESCRIPTION
6:00 pm	<i>Dinner</i>		
7:00 – 7:20	Welcome and Introductions	Holly Minch	We'll orient you to your surroundings and our program, and introduce you to our mentors and staff.
7:20 – 7:45	Community Agreements	Jesús Canchola Sánchez	We want to create a place where people are both comfortable to be themselves' and stretched to reach new heights. What do we need from one another to make that possible?
7:45 - 8:30	Communications GAME Plan: Overview	Amanda Cooper	An introduction to the GAME Plan, our basic strategy building block.
8:30 – 11:00	<i>Campfire</i>		

WEDNESDAY, AUGUST 26

TIME	ACTIVITY	LEAD	DESCRIPTION
8:00 am	<i>Breakfast</i>		
8:45 – 9:00	Morning Announcements		Throughout the event, we will keep you posted on everything you need to know for a smooth SPIN Academy experience.
9:00 – 9:45	GAME Plan: Goals	Anna Ghosh	How can we generate SMART, actionable goals? What are the SMART goals you've set around your organization's mission or program? We'll draw some examples from the groups

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			represented and workshop some new ideas.
9:45 – 10:30	Goals Lab	Mentors	Participants work in mentor groups to set and/or refine clear actionable goals.
10:30 – 10:45	Break		
10:45 – 11:15	GAME Plan: Audience	Ryan Schwartz	Who needs to say YES to get you to a win? Who do they listen to? What do you know about them? What do you need to know?
11:15 – 11:45	Audience Lab	Mentors	With your goals in mind, identify your priority audiences. Determine what you need to know about these audiences: what do you already know? What do you need to find out?
11:45 – 12:30	Messaging	Bridget Wheelan	We will learn a way to create compelling, concise and motivational messages with the Opportunity Agenda's VPSA approach
12:30 – 1:30	<i>Lunch</i>		
1:30 – 2:00	Messaging Lab	Mentors	Work with your mentors to develop messaging that will move your audience.
2:00- 3:00	Messaging: Using cognitive science to refine your messaging	Anat Shenker-Osorio	Anat will teach us how to improve our messages through the approach of a cognitive linguist and message testing expert.
3:00 – 3:30	Message Refinement Lab	Mentors	Having heard what Anat has to say about how people really hear messages, how would you update your messaging?
3:30 – 3:45	<i>Break</i>		
3:45 – 4:45	Hands On Tactics Team! HOTT!!	Mentors	<ul style="list-style-type: none"> • Media relations – Amanda Cooper • Social listening - Ryan Schwartz

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			<ul style="list-style-type: none"> • Writing killer emails – Janna Zinzi • Headlines that make headlines! – Anna Ghosh • Make videos! – Jesús Canchola Sánchez • Spokesperson skills – Bridget Wheelan • Make your own infographic – Phuong Ly • Metaphor Madness – Anat Shenker-Osorio • Strategic Storytelling – Holly Minch • Communicating Values in Social Media – Jamila Brown
4:45 – 5:45	Success in Social Media	Meena Hussain	Find your voice with social media! In this session we will explore how to engage and build your online community by creating compelling and interactive content. We will also talk about how to track metrics and measure success.
5:45 – 6:00	Daily Evaluation		
6:00 – 7:00	<i>Dinner</i>		
7:00 – 8:30	Camp Games for Communication		We'll revive and remake classic camp games like Red Light, Green Light, "I've never" as well as camp songs and chants like you have never seen them before! [<i>Ryan on Never Have I Ever, Meena and Amanda on Tweet Race, Anat on Role Play</i>]

THURSDAY, AUGUST 27

TIME	ACTIVITY	LEAD	DESCRIPTION
8:00 am	<i>Breakfast</i>		
8:45 – 9:00	Morning Announcements		Throughout the event, we will keep you posted on everything you need to know for a smooth SPIN Academy experience.

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9:00 – 10:30	Understanding and Crafting your Brand	Holly Minch	
10:30 – 11:00	Mentor time		How is your GAME plan coming along? Does it reinforce your organizational brand? How can you use the lightening rounds to prepare you to implement your GAME Plan?
11:00 – 11:15	<i>Break</i>		
11:15 – 12:00	Hands On Tactics Team! HOTT!!	Mentors	Finish up your project and be ready to present something to the group in the morning.
12:00 – 1:00	<i>Lunch</i>		
1:00 – 2:30	Lightning Rounds	Mentors	<p>The mentor team will offer, on a rotating basis, 20 minute presentations on a variety of engagement tactics, topics and tools. Participants can pick up to 4 of the following sessions to rotate through:</p> <ul style="list-style-type: none"> • Advocating in Election Season – Holly Minch • Crisis Communications – Amanda Cooper • Writing emails that work – Janna Zinzi • Spokesperson 101 – Bridget Wheelan • Media relations 101 – Ryan Schwartz • Writing Great Headlines/Subject Lines – Anna Ghosh • Telling stories with data – Phuong Ly • Communicating Values in Social Media – Jamila Brown • Meme Making with Meena – Meena Hussain • Message Research from Cadillac to Corolla – Anat Shenker-Osorio
2:30 – 3:15	Rapid Response	Phuong Ly	In our field, it can feel like we are constantly in crisis. But you can turn crisis into opportunity. You'll use what you've learned so far to create a crisis communications plan and message in response to a fictional scenario.

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3:15 – 3:30	Daily Evaluation		
3:30 – 6:30	Office Hours & Pond Open		Office hours 3:30 – 4:30 – Ryan, Phuong, Jesus, Meena 4:30 -5:30 - Amanda, Bridget, Jamila 5:30 – 6:30 Anna, Janna, Anat
7:00 – 7:30	<i>Reception</i>		
7:30 -11:00	<i>Banquet/ Dancing</i>		

FRIDAY, AUGUST 28

TIME	ACTIVITY	LEAD	NOTES
8:00 am	<i>Breakfast</i>		
9:00	Checkout		
9:30 – 10:15	HOT Teams Present!		Share what you created or learned with the rest of the group.
10:15 – 11:00	Next Steps & Action Plans	Mentor groups	You'll meet with your mentor groups to consolidate your gains from the event and create an action plan for continuing the work begun at the Academy when you get back to the office.
11:00 – 11:15	Final Evaluation		
11:15– 11:45	Closing		
11:45	Bag Lunch and Departure		

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