



Women Legislators' Lobby Leadership & Communications Training Participant Information

Thank you for your interest in attending the 2018 Atlanta Women's Leadership & Communications Training. We look forward to having you join us in Atlanta, GA for this exciting and informative training February 16-18, 2018.

Hotel and Training Venue

Atlanta Marriott Marquis
265 Peachtree Center Ave NE Atlanta, GA 30303
Telephone: 404-521-0000

Check in is at 4:00PM and check out is at 11:00AM. Hotel amenities include: in-room wireless high speed internet, TV, 24-hour fitness center, in-room dining.

Dining

For conference participants, heavy hors d'oeuvres will be provided on Friday, February 16. Breakfast, lunch, and dinner will be provided on Saturday, February 17. Breakfast will be provided on Sunday, February 18. A Starbucks is located in the hotel lobby.

Scholarship, Travel, and Lodging Policy

The Atlanta Leadership & Communications training will begin at approximately 4:00PM EDT on Friday, February 16 and conclude after 12:00PM EDT on Sunday, February 18. If you are a registrant receiving a scholarship to attend the training, you are expected to participate in the entire program and should schedule your arrival and departure times according to the agenda. All participants staying in the hotel are required to present a credit card on check in for incidentals.

Scholarships

WILL/WAND provides limited travel and lodging scholarships to attend our trainings. Scholarships cover hotel accommodations in a shared room, as well as air travel or mileage reimbursement up to a maximum of \$250. Please email Samantha Blake (sblake@wand.org) for scholarship information.

Please note scholarships do not cover the following: checked baggage fees, meals or drinks on flight or prior/after the meeting times, room service, incidentals, transportation between your home and airport, transportation between the airport and conference site, parking fees at your home airport, and flight change fees.

Transportation

The closest airport is Hartsfield-Jackson Atlanta International Airport (ATL).
Estimated taxi fare: 32 USD (one way)
Bus service, fee: 16.5 USD (one way)
Subway service, fee: 2.5 USD (one way to Peachtree Center MARTA station 0.3 miles SW from hotel)

Parking

The Atlanta Marriott Marquis offers on-property indoor valet parking at the reduced rate of \$15, overnight parking is \$22.



WiLL Atlanta Communications Training Agenda

Friday, February 16

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| 4:00-4:30 | Welcome and introductions |
| 4:30- 5:15 | Nuclear Issue Primer |
| 6:00-8:00 | Opening reception |

Saturday, February 17

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| 8:30-9:30 | Breakfast |
| 9:00-10:30 | Strategic Communications Part 1 |
| 10:45-11:30 | Strategic Communications Part 2 |
| 11:30- 12:30 | Lunch |
| 12:30-2:00 | Op-Ed |
| 2:15-3:45 | Social Media |
| 4:00- 5:30 | On-Camera Training |
| 6:00-8:00 | Dinner at private dining room in Sear |

Sunday, February 18

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|-------------|-------------------------------|
| 8:30-9:30 | Breakfast |
| 9:00-10:30 | 1-on-1 on camera presentation |
| 10:45-11:45 | Panel and Q&A |
| 11:45-12:30 | Evaluations & Wrap up |



Session Descriptions

Nuclear issue Primer: Little Rocket-Man, who's button is bigger, and the list goes on. The threat of nuclear engagement is very real and a matter so serious that it can't be diminished with nicknames and reckless tweets. The Truman staff will present a nuclear issues primer leading up to Saturday's communications training. The ultimate goal is to prepare you to strategically and effectively dialogue about nuclear issues across multiple communication methods and platforms.

Strategic Communications Part 1 & 2: Persuasion is about more than facts and figures; instead, shared values and stories are the key to reaching persuadable audiences in a hyper-polarized environment. This training uses audience engagement, real-world examples, and psychological studies to flesh out a comprehensive strategy of how to connect with the audience. Participants will walk away with a toolbox of strategic communications to build trust and communicate effectively with diverse groups in both the political and corporate arenas.

Op-Ed: Even with the advent of social media and the continued reign of talking heads on TV, the written word—both in print and digital outlets—is essential to persuading policymakers and the public. This training is more than a slide deck—in fact, participants practice writing components of an op-ed with live feedback from the trainer. Participants will walk away understanding the essential elements and structure of a persuasive opinion piece.

Social Media: The ever-expanding social media landscape can be overwhelming, but it offers tremendous opportunities to engage with people the world over and promote all manner of content and messaging. This training explores the value-ads of social media and dives deep on how users and organizations can leverage LinkedIn, Facebook, and Twitter to maximum effect. Participants will walk away fluent in the lingo of social media and ready to retweet, like, and share their way to a meaningful presence on the internet.

On-Camera Training: Media appearances can help you reach a persuadable audience, but a lack of polish and preparation can damage your cause almost as much as a great session can help it. This training covers the essentials from wardrobe to camera angles, and makes use of numerous examples to illustrate best practices in both behavior and messaging tactics. Participants will walk away understanding how to put their best face forward and build trust with a television audience. One on one practice sessions can be set by appointment.