



2019 Communications School Agenda – Draft

This agenda is a draft as content topics are not yet confirmed.

A final agenda will be accessible closer to the event date.

Tuesday, June 25

ADVANCED TRAINING WORKSHOPS: 8:00 a.m. – 12:00 p.m.

3 Half-day workshops on topics such as, Crisis Communication, Communication Metrics, Leadership

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Wednesday, June 26

OPENING CEREMONIES, GENERAL SESSION: 8:30 a.m. – 10:00 a.m.

Welcome from President Chris O'Neil, plus opening Keynote.

BREAKOUT SESSIONS: 10:15 a.m. – 11:15 a.m.

3 Concurrent Breakout Sessions on topics such as, Media Relations, Face-to-Face Outreach, Web Design

LUNCH WITH KEYNOTE SPEAKER 11:30 a.m. – 12:45 p.m.

Speaker, TBA

BREAKOUT SESSIONS: 1:00 p.m. – 2:00 p.m.

3 Concurrent Breakout Sessions on topics such as, Internal Communications, Writing Skills, Graphic Design

BREAKOUT SESSIONS: 2:30 p.m. – 3:30 p.m.

3 Concurrent Breakout Sessions on topics such as, Case Studies, Leadership, Communication Planning

AWARDS RECEPTION 3:45 p.m. – 6:00 p.m.

Blue Pencil & Gold Screen Awards and Communicator of the Year Presentation and Reception

Thursday, June 27

ANNUAL BUSINESS MEETING, GENERAL SESSION 8:30 a.m. – 10:00 a.m.

Installation of new officers, treasurer's report, and Keynote Speaker, TBA

Thursday, June 27 – *continued*

BREAKOUT SESSIONS 10:30 a.m. – 11:30 a.m.

Blood, Guts, and Glory – Employee Engagement at USDA's Food Safety and Inspection Service
3 Concurrent Breakout Sessions on topics such as, Media Relations, Face-to-Face Outreach, Web Design

LUNCH AND GENERAL SESSION 11:45 a.m. – 1:00 p.m.

Keynote Speaker, TBA

BREAKOUT SESSIONS 1:15 p.m. – 2:15 p.m.

3 Concurrent Breakout Sessions on topics such as, Crisis Communication, Web Design, Plain Language

BREAKOUT SESSIONS: 2:45 p.m. – 3:45 p.m.

Networking Social for Federal; State; Local, Regional, and Tribal

CLOSING SESSION: 4:00 p.m. – 5:00 p.m.

Keynote Speaker and Topic, TBA