

2008 National Strategic Communications Forum
“Communicating In An Era of Change”
Draft Agenda

Thursday, September 25

1:00pm – 4:00pm	Registration at Marriot Marina Del Rey
2:00pm – 3:00pm	One-on-One Technical Assistance
3:00pm – 5:00pm	Opening Plenary Session
	Welcome and Introductory Remarks
	“Communicating in an Era of Change” <ul style="list-style-type: none"> • Media Generations • Market Research
5:00pm – 5:45pm	One-on-One Technical Assistance
6:00pm – 7:30pm	Opening Networking Reception <i>Location: GLOW Lounge</i>
Evening	Dinner on Own

Friday, September 26

7:30am – 8:30am	Continental Breakfast/One-on-One Technical Assistance
8:30am – 9:45am	Plenary Session: <ul style="list-style-type: none"> • Interactive Media • Ethnic Marketing
9:45am – 10:00am	Break
10:00am – 11:15am	Rotating Breakouts Discussions 1 <i>Rotating small group discussions:</i> <ul style="list-style-type: none"> • <i>Earned media (Moderator: John Crisp)</i> • <i>Paid media/advertising/new media (Moderators: Guy Jacobssen and Drew Conklin)</i> • <i>Developing and executing a state communications plan (Moderator: Lori Cogan)</i> • <i>Market research (Moderator: Steve Richardson)</i>
11:15am – 12:30pm	Rotating Breakouts Discussions 2 <i>(see above)</i>
12:30pm – 1:45pm	Networking Lunch/One-on-One Technical Assistance
1:45pm – 3:00pm	Rotating Breakouts Discussions 3
3:00pm – 3:15pm	Break
3:15pm – 4:30pm	Rotating Breakouts Discussions 4
Evening	Dinner on Own

Saturday, September 27

7:00am – 8:00am	Continental Breakfast/One-on-One Technical Assistance
8:00am – 9:00am	Plenary Session: Working With Your Agency (Tentatively by Charlie Tombras)
9:00am – 10:00am	Plenary Session: Co-Branding and Partnerships (Tentatively Disney)
10:00am – 11:15am	Closing Plenary: Breakout Groups and Q&A <i>with NHTSA’s Sue Gorcowski and GHSA’s Barbara Harsha</i>