Optional Communications Workshop
(space limited, attendance by RSVP only)

Date: March 31, 2011
Time: 2:00pm-5:00pm
Location: Verbena A & Verbena B, Building 602 (B)

The William and Flora Hewlett Foundation’s Open Educational Resources Grantees
GAME Plan Training Agenda

Objective: Learn the building blocks of strategic communications by using the GAME (Goals, Audience, Message, Execution) model.

2:00 - 2:15 Welcome and Introductions
Spend a few minutes introducing ourselves and getting grounded in the purpose of our time together.

2:15 - 2:30 The GAME Plan
Introduce the GAME Plan model.

2:30 - 3:10 Goals and Metrics
Introduce effective goal-setting. Introduce web metrics and show how they can be used to measure progress against goals. Each participant develops a goal to work on during the training.

3:10 - 3:30 Audience
Audience identification and segmentation. Each participant identifies and prioritizes audiences associated with their goal.

3:30 - 3:45 Break

3:45 - 4:30 Message
Introduce the message wheel. Each participant develops a message wheel for their top priority audience.

4:30 - 4:50 Execution
Discuss potential outreach vehicles available to support strategic communications.

4:50 - 5:00 Questions and Closing