

9:30 – 10:15 a.m.

Check-in (outside of SAC 20 auditorium—basement level)

10:15 – 11:00

Opening session, SAC 20 Auditorium (AMS)

• Welcome and announcements – *Phil Weiler, vice president, University Marketing and Communications*

• New provost

• Strategic plan process and Gavazzi/land-grant symposium

• Recognition of new employees

• Kudos – recognition of a job well done

11:00 – 11:15

Head to breakout sessions (rooms will be listed at check-in and in SAC 20)

11:15 – 12:00 p.m.

Breakout session 1: *choose 1*

Beginning the creative process

Learn about the power of a well-designed creative brief and how a compelling brief can inspire a team and deliver results.

Eric Limburg, creative director, University Marketing and Communications

Value of earned media

What is earned media, and why is it so valuable? Information presented by independent news outlets has never been more important. Join for a discussion focused on how we gain more earned media.

Dave Wasson, director, news and media relations, University Marketing and Communications

From meh, to ahh-mazing!

Customizing print and digital campaigns using variable data

Shane Jackson, publications coordinator; Kathy Montagne, publications coordinator; Scott Swanger, graphic designer; Ed Sala, assistant executive director, design and printing services, University Marketing and Communications

12:00 – 12:15

Pick-up boxed lunch in SAC 20, and head to breakout rooms for optional informal lunch topics (topics will be delivered day of)

12:15 – 1:10

Working lunch in breakout rooms

1:10 – 1:20

Break and transition to breakout session 2

1:20 – 2:00

Breakout session 2: *choose 1*

Discussion: Leveraging our land-grant roots as a part of the WSU brand

Work in teams to align drafts of our new WSU brand promise with pieces of the WSU brand platform. You'll be providing feedback through a small group activity.

Molly Schotzko, executive director, marketing, University Marketing and Communications

We are all stories...and story tellers

Stories are all around us! Learn how to look at potential stories more objectively: find your audience, determine reach, and answer the key question—why should anyone care? Let's talk!

Ken Arkow, manager, video services, University Marketing and Communications

2:00 – 2:15

Breakout session 3: Option delivered day of

2:15 – 3:30

Snacks and coffee provided outside of SAC 20 Auditorium

Closing session, SAC 20 Auditorium (AMS)

Branded promotional items available online

From pens to pennants—they're now available for delivery system-wide

Shane Jackson, publications coordinator; Ed Sala, assistant executive director, design and printing services, University Marketing and Communications

Telling ALL our #OneWSU stories

Mary Jo Gonzales, vice president, Student Affairs

Closing

Phil Weiler, vice president, University Marketing and Communications

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