

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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SCOTT  
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SCOTT

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You won't want to miss the launch of  
the WSU promo item store.







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or contact your project coordinator, Shane at  
[shane.jackson@wsu.edu](mailto:shane.jackson@wsu.edu).



# SURVEY

**NAME:** Scott Swanger

**LOCATION:** Pullman

**I AM MOST INTERESTED IN:**

- ☐ Promo items
- ☐ Large format printing
- ☐ HTML emails with variable data images
- ☐ Digital printing
- ☐ Going on vacation
- ☐ All of the above

Thank you!