

YOU'RE INVITED!



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) <ul style="list-style-type: none"><li>• Welcome and announcements – <i>Phil Weiler, vice president, University Marketing and Communications</i></li><li>• New provost</li><li>• Strategic plan process and Gavazzi/land-grant symposium</li><li>• Recognition of new employees</li><li>• Kudos – recognition of a job well done</li></ul>
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: <i>choose 1</i>  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. <i>Eric Limburg, creative director, University Marketing and Communications</i>  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. <i>Dave Wasson, director, news and media relations, University Marketing and Communications</i>  From meh, to ahh-mazing! Customizing print and digital campaigns using variable data <i>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</i>
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: <i>choose 1</i>  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. <i>Molly Schotzko, executive director, marketing, University Marketing and Communications</i>  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! <i>Ken Arkow, manager, video services, University Marketing and Communications</i>
2:00 – 2:15	Breakout session 3: Option delivered day of <i>Snacks and coffee provided outside of SAC 20 Auditorium</i>
2:15 – 3:30	Closing session, SAC 20 Auditorium (AMS)  Branded promotional items available online From pens to pennants—they're now available for delivery system-wide <i>Shane Jackson, publications coordinator; Ed Sala, assistant executive director, design and printing services, University Marketing and Communications</i>  Telling ALL our #OneWSU stories <i>Mary Jo Gonzales, vice president, Student Affairs</i>  Closing <i>Phil Weiler, vice president, University Marketing and Communications</i>







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## SURVEY

NAME:

LOCATION:

### 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!**