



Communications, Media and Spokesperson Training

October 12-13, 2021 – Manhattan, Kan.

Objectives

Participants will:

1. Learn how to identify, organize and project key messages with clarity, confidence and passion.
2. Gain skills and practice to help increase comfort levels and effectiveness when talking to various audiences, such as formal presentations, traditional media and social media.
3. Hear best practices of media and speaking do's and don'ts.
4. Discover how to best handle unexpected and challenging questions.
5. Advance their Farm Bureau network of peers and experts in ag communications and advocacy.

TRAINING AGENDA

Tuesday, October 12:

Location at KFB: 4th Floor – Frontier Conference Room

Attire: Business Professional

1:00 p.m.	Welcome, Expectations and Participant Introductions
1:30 p.m.	Delivery of Prepared Speeches on Platform Issue (all class participants)
2:15 p.m.	Break
2:30 p.m.	Telling Your Story
4:00 p.m.	Presentation Skills
5:30 p.m.	Dinner
6:30 p.m.	Preparing Your Message
8:00 p.m.	Adjourn
Evening	Preparation for Final Presentations

Wednesday, October 13:

Location at KFB: 4th Floor – Frontier Conference Room

Attire: Business Professional

8:00 a.m.	Media Training
10:20 a.m.	Interview Practice Rounds
12:15 p.m.	Working lunch (preparation for final press conference simulation)
1:15 p.m.	Social Media
2:15 p.m.	Break (set up for final presentations)
2:30 p.m.	Final Presentation & Q&A (press conference/town hall simulation)
4:00 p.m.	Break
4:15 p.m.	Talking Point Lightning Rounds
5:15 p.m.	Accepting Media Interviews
5:45 p.m.	Closing and Call to Action by KFB President and/or CEO
6:00 p.m.	Group Celebration Dinner