



KANSAS FARM BUREAU®
The Voice of Agriculture®

Communications, Media and Spokesperson Training

April 25-26 | Hyatt Place at Wichita State University, Wichita, KS

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 dos 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, April 25:

Location: Shocker Room

Attire: Business Professional

1:00 p.m.	Welcome, Expectations and Participant Introductions
1:30 p.m.	Delivery of Prepared Speeches on Platform Issue
2:45 p.m.	Break
3:00 p.m.	Telling Your Story
4:30 p.m.	Presentation Skills
6:00 p.m.	Dinner
6:30 p.m.	Preparing Your Message
8:00 p.m.	Adjourn
Evening	Preparation for Final Presentations

Wednesday, April 26:

Location: Shocker Room & Innovation Boardroom

Attire: Business Professional

7:30 a.m.	Breakfast
8:00 a.m.	Media Training
10:20 a.m.	Interview Practice Rounds – Group A Final Press Conference Prep – Group B
11:30 a.m.	Interview Practice Rounds – Group B Final Press Conference Prep – Group A
12:45 p.m.	Lunch
1:15 p.m.	Social Media
2:15 p.m.	Break
2:30 p.m.	Final Presentation & Q&A
4:00 p.m.	Break
4:15 p.m.	Talking Point Lightning Rounds
5:45 p.m.	Closing and Call to Action
6:30 p.m.	Group Celebration Dinner