



KANSAS FARM BUREAU®
The Voice of Agriculture®

Communications, Media and Spokesperson Training

April 23-24 | The Oread, Lawrence, 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 23:

Location: Gathering Room 1

Attire: Business Professional

1:00 p.m.	Welcome, Expectations and Participant Introductions
1:30 p.m.	Delivery of Prepared Speeches on Platform Issue – All Participants
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.	Homework Review & Adjourn
Evening	Homework & Preparation for Final Presentations – All Participants

Wednesday, April 26:

Location: Gathering Rooms 1, 2 and 3

Attire: Business Professional

7:30 a.m.	Breakfast
7:45 a.m.	Day 1 Recap/Day 2 Prep
8:00 a.m.	Media Training – Johnna Miller, American Farm Bureau
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.	Final Press Conference Presentations and Q&A – All Participants
2:45 p.m.	Break
3:00 p.m.	Social Media – Johnna Miller, American Farm Bureau
4:00 p.m.	Break
4:15 p.m.	Talking Point Lightning Rounds – All Participants
5:45 p.m.	Closing Thoughts
6:30 p.m.	Group Celebration Dinner