

Wednesday, February 22, 2017

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
6:00-6:15 PM	Registration and Introduction	<ul style="list-style-type: none"> • Leadership Institute 101 • Program Overview 	Robert Arnakis <i>Senior Director of Domestic and International Programs</i> The Leadership Institute
6:15-7:00 PM	Understanding the “System”	<ul style="list-style-type: none"> • Legislation Overview • Relationship Building • Defining Priorities 	Robert Arnakis
7:00-7:45 PM	Messaging and the Media	<ul style="list-style-type: none"> • Values and Messaging • Public Relations • Understanding the Media 	Italo Antoniotti <i>Director of Institutional Relations</i> Guatemalan Coffee Growers Assoc.
7:45-8:15 PM	Coalition Building	<ul style="list-style-type: none"> • Identifying Stakeholders • Securing Stakeholders Support • Neutralizing Opposition 	Italo Antoniotti
8:15-9:00 PM	Grassroots Lobbying and Expectation Management	<ul style="list-style-type: none"> • Inside vs. Outside Game • Securing Commitments • Long Term vs. Short Term Victories 	Robert Arnakis
9:00PM	ADJOURNMENT		