



Agenda

Registration opens at 8:30 am
(Coffee and bagels/pastries provided)

Introduction and Opening Remarks (9:00 am)

Exercise 1: Defining the problem we are trying to solve (9:15 am)

Exercise 2: Target audience messaging (10:15 am)

Exercise 3: This not that wordsmithing (11:30 am)

Wrap Up and Next Steps (11:45 am)

Adjourn (12:00 pm)