



Good News for Tough Times
Innovative storytelling through new media, social marketing and e-communications

AGENDA

- 7:30 Registration & coffee; networking; how your day will unfold; remarks from Pillar
7:45 Introduction: The Importance of Real Stories
- 8:00-8:15 **Impact: The Crochet Club of London, Patty Atkins**
8:15-9:00 Telling your story through words and pictures – Topics include uncovering your unique story and authentic voice, current/future perception, key words & messages, 30 and 60 second pitch, print and electronic marketing
- 9:00-9:15 **Collaboration: Community Gardens Project/London Community Resource Centre, Mary Yanful**
9:15-10:00 Telling your story through the media – Topics include how to develop your story pitch to the media and how to create a compelling media kit (media release, fact sheet, key messages, photos/b-roll)
- 10:00-10:15 Break
- 10:15-10:30 **Innovation: Emerging Leaders, Lindsay & Jeff Sage**
10:30-11:15 Telling your story through new technology – Topics include websites, podcasting, social media (Facebook, MySpace, YouTube) and social media relations
- 11:15-11:30 **Leadership – SARI Therapeutic Riding, Jeanne Greenberg**
11:30-12:15 Telling your story through fundraising communications – Topics include giving pages, microsites, e-news, and other innovative tactics
- 12:15 **Lunch & Learn: Take a Tour of the Lashbrook e-Marketing Shop** – Lashbrook's new e-marketing shop is a cool web-based tool that helps organizations create professional and targeted marketing using customized design templates for print and e-communications. Learn how easy it is to create posters, brochures, e-newsletters and more.

Event sponsors: Lashbrook Marketing & Public Relations, Libro Financial Group, and London Life