



League Leadership Academy: Next Level Communications

Saturday, February 18, 2017, 9:30 am - 4:00 pm

**James Irvine Conference Center, Plaza A
353 Frank H. Ogawa Plaza, Oakland CA 94612**

**\$35 for League members; \$65 for nonmembers (includes a year's League membership)
To register, please go to: <http://www.lwvoakland.org/leaderwkshp.html>**

Storytelling and Messaging for Impact

Learn to tell powerful stories and deliver persuasive messages to move your audiences to action. Practice new techniques and approaches to presentations and outreach. This one-day workshop will help you:

- Identify and understand your audience,
- Learn the elements of appealing stories,
- Use imagery and videos, and
- Frame messages to motivate your community.

This will be an energetic day that promises to be enlightening and fun.

Agenda

Networking and Continental Breakfast

Personality Compass: Understand Yourself; Understand Others

Your personality affects others, influences your communication style, and impacts your audience. Understand yourself and understand others to be a better communicator.

Break

Connecting with Audiences through Story

What makes an effective story? Why is story important to move your audience and trigger action? Facts alone do not change people's minds; you need story to motivate change.

Lunch

Crafting a Presentation that Inspires

Do you dread giving or receiving a Powerpoint presentation? Learn what you have been doing wrong all these years and how you can make a more effective and powerful presentation.

Break

Framing Your Message to Advocate and Educate

Learn techniques to develop a strong and persuasive message - framed for your audience - to motivate your community and move them to action.