



**THE LEADERSHIP INSTITUTE
Advanced Public Relations School
November 15-17, 2010
Steven P.J. Wood Building
Arlington, VA**

Monday, November 15

6:00-6:30 PM	REGISTRATION and DINNER
6:30-6:45	Welcome and Introduction
6:45-7:45	Going on Record & Staying on Message
7:45-8:00	BREAK
8:00-9:00	Developing Your Message
9:00-10:00	Story Pitching
10:00	ADJOURNMENT

Tuesday, November 16

6:00-6:30 PM	SIGN-IN and DINNER
6:30-7:15	Working with Reporters
7:15-8:00	The Media as Customers

8:00-10:00 **Mock Press Conference–
Organization & Planning**

10:00 **ADJOURNMENT**

Wednesday, November 17

6:00-6:30 PM **SIGN-IN and DINNER**

6:45-10:00 **Mock Press Conferences, Presentations**

10:00 **ADJOURNMENT**

THE LEADERSHIP INSTITUTE

Steven P.J. Wood Building • 1101 N. Highland St.

Arlington, VA 22201 • (800) 827-5323 • Fax (703) 247-2001

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