



Communications Workshop
February 24-25, 2015
Hotel Palomar | Washington, DC

Tuesday, February 24

7:30 AM–8:30 AM
Hirschhorn Room

Breakfast

8:30 AM–8:45 AM

Welcome & Introductions

8:45 AM–11:00 AM

Messaging in a Strategic Context

Having a strong message—and being able to convey it—is essential to effective policy communications. But it is not just what you say, it’s what you do. How do you place powerful, even “sticky messages” in the context of a strategic communications plan? What are your objectives and key audiences? What are the assets and relationships you have in hand? This session will help participants hone their messages (for use in subsequent sessions and beyond) and consider a strategic approach to policy communications.

John Beilenson, President
SCP, Wayne PA

11 AM–11:15 AM

Break

11:15 AM–12:15 PM

Framing/Reframing Your Issue for a Policy Audience

This presentation and workshop will introduce participants to the concept of framing and how framing and reframing an issue can influence public policy and social change.

Robert Berenson, MD, Senior Fellow
Urban Institute, Washington, DC

Sarah Lenz Lock, Senior Vice President for Policy, Strategy and
International Affairs
AARP, Washington, DC

12:15 PM–1:15 PM

Lunch

1:15 PM–3:30 PM

Messaging and the Media

This session will present best practices on getting messages to the media and discuss the changing nature of media outreach. It will also include a role play with a leading media representative covering aging policy to fully engage participants in learning.

Bob Rosenblatt, Senior Fellow, National Academy of Social Insurance;
Editor, HelpWithAging.com

3:30 PM–3:45 PM	Break
3:45 PM–5:30 PM <i>10 min break at 4:45pm</i>	<p>Consultancy (Part 1—Six Fellows to present)</p> <p>Each participant will present a communications challenge related to his or her Fellowship/research and receive structured and constructive feedback on this issue. We will follow a very strict timetable so that each person will be able to present, answer clarifying questions, receive feedback and advice from the group (including invited program staff and mentors), and then have a chance to respond to the ideas presented.</p> <p>Facilitator: John Beilenson</p>
6:30 PM–8 PM	Dinner @ Urbana Restaurant at Palomar Hotel
Wednesday, February 25 <hr/>	
7:30 AM–8 AM	Breakfast
8 AM–9:15 AM	<p>Messaging and Policy Tools: Testimony, Talking Points, Briefs, Memos</p> <p>This session will focus on the basics of preparing various policy tools. It will describe a focused approach to developing these foundational materials and explain the key elements of each.</p> <p>Sarah Levin, MPH, Special Assistant to the Director Medicare-Medicaid Coordination Office Centers for Medicare & Medicaid Services</p>
9:15 AM–9:30 AM	Break
9:30 AM AM–11:30 AM <i>10 min break at 10:30 am</i>	Consultancy (Part 2—Seven Fellows to present)
11:30 AM–11:45 AM	Break/Pick up box lunch
11:45 AM–1:15 PM <i>Working Lunch</i>	<p>Go Together, Go Far: Managing, Facilitating Diverse Stakeholders</p> <p>In this session, participants will learn best practices around developing and managing stakeholder groups in a policy setting. We'll cover vision setting, organization, general facilitation and meeting planning, as well as provide tips specific to working with grassroots and grasstops stakeholders.</p> <p>Renée Markus Hodin, Project Director, Voices for Better Health, Community Catalyst, Boston, MA</p> <p>Carol Regan, Senior Advisor Community Catalyst, Washington, DC</p>
1:15 PM–1:30 PM	Debrief & Final Thoughts
1:30PM	Adjourn