

*All times noted are in Eastern U.S. (Boston, MA) time zone.*

**DAY 1**

8:45 – 9:15 AM	<b>Introduction</b> <i>Edward Schiappa and Ben Shields</i>
9:15 – 10:45 AM	<b>Persuading, Fast and Slow</b> <i>Edward Schiappa</i>
10:45 – 11:00 AM	Break
11:00 – 12:30 PM	<b>The Practice of Persuasion</b> <i>Edward Schiappa</i>
12:30 – 1:30 PM	Break
1:30 – 3:00 PM	<b>Presenting Persuasively, Part I</b> <i>Edward Schiappa</i>
3:00 – 3:15 PM	Break
3:15 – 4:45 PM	<b>Presenting Persuasively, Part II</b> <i>Edward Schiappa</i>

**DAY 2**

8:30 – 10:00 AM	<b>Active Listening</b> <i>Ben Shields</i>
10:00 – 10:15 AM	Break
10:15 – 11:45 AM	<b>Leading Virtual Teams</b> <i>Ben Shields</i>
11:45 – 12:45 PM	Break
12:45 – 2:15 PM	<b>Telling a Compelling Story</b> <i>Edward Schiappa</i>
2:15 – 2:30 PM	Break
2:30 – 4:00 PM	<b>Adapting to the Social Media Environment</b> <i>Edward Schiappa &amp; Ben Shields</i>
4:00 – 4:15 PM	<b>Program Feedback and Adjournment</b>