**Day 1**

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

**Day 2**

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|---|---|
| 9:00 AM – 10:30 AM | **Active Listening**<br>*Ben Shields* |
| 10:30 AM – 10:45 AM | **Break** |
| 10:45 AM – 12:00 PM | **Crisis Communications in Social Media**<br>*Ben Shields* |
| 12:00 PM – 1:00 PM | **Break** |
| 1:00 PM – 2:30 PM | **AI-assisted Communication**<br>*Edward Schiappa* |

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| 2:30 PM – 2:45 PM | **Break** |
| 2:45 PM – 4:15 PM | **Adapting to the Social Media Environment**<br>*Edward Schiappa & Ben Shields* |
| 4:15 PM – 4:30 PM | **Program Feedback and Adjournment** |