Change Agents: Tools for Effective Advocacy

Friday, October 4, 2013

5:00 – 7:00 pm  Welcome Reception  
Location: Fainsod Room, 2nd floor  
John F. Kennedy School of Government  
79 JFK Street  
Cambridge, MA  02138

Shuttle busses will leave HKS for the hotel at 7:00 pm and 9:30 pm.

Saturday, October 5, 2013

8:45 am  Shuttle Bus to Kennedy School  
Meet in hotel lobby

9:00 am  Welcome and Breakfast  
Trey Grayson, IOP Director  
Location: Malkin Penthouse  
4th floor, Littauer Building

10:00 am  Advocating for Change  
Led by: Gene Corbin, Assistant Dean of Harvard College for Public Service  
Location: Littauer 230

11:00 am  Creating and Maintaining your Team  
Led by: Teresa Vilmain, Political organizer and consultant, former IOP Fellow  
Location: Littauer 230

12:30 pm  Lunch and Student Success Stories  
Location: Malkin Penthouse, 4th floor  
A discussion with three student leaders who have successfully worked to implement change in their communities.

2:00 pm  Agile Advocacy: Building Political Power With Social Media  
Led by: Aaron Naparstek, MIT Department of Urban Studies and Planning Visiting Scholar, creator of Streetsblog  
Location: Littauer 230

3:30 pm  Questions of Ethics in Turbulent Times  
Led by: Pete Zimmerman, Lecturer in Public Policy and Senior Associate Dean for Strategic Program Development, Harvard Kennedy School  
Location: Littauer 230

5:00 pm  Shuttle back to Hotel

6:00 pm  Optional: Trip into Boston
Led by: IOP National Campaign student chair Sietse Goffard

A shuttle bus will leave the hotel back to Harvard Square at 5:45. There are additional shuttles run through the hotel if you would like to make your own plans for dinner.

Sunday, October 6

8:30 am  Administrator’s Breakfast and Discussion
Location: Littauer 166

8:45 am  Shuttle bus leaves hotel

9:00 am  Student Breakfast
Location: Bell Hall, 4th floor, Belfer Building

10:00 am  Putting Ideas to Paper: Crafting your Message
Led by: John McConnell, former speechwriter for President George W. Bush and Vice President Dick Cheney and former IOP Fellow
Location: Littauer 230

11:15 am  Public Speaking: Spreading the Word
Led by: Professor Bob Mann, Louisiana State University
Location: Littauer 230

12:30 pm  Moving Forward: Where Do We Go From Here?
Led by: IOP Students
Location: Littauer 230

1:00 pm  Conference Concludes