

BOEHM MEDIA FELLOWS

2018 OC Global Agenda

MONDAY // October 15

TUESDAY // October 16

WEDNESDAY // October 17

THURSDAY // October 18

7.30 AM – 8.45 AM		Breakfast Discussion <i>Plan Your Media Strategy: Determine the most critical OC media sessions for you</i> James		
11.15 AM – 12.15 PM		Mini Clinic <i>Crafting Your Story: Insights To Building Meaningful Relationships with Funders</i> Mwihaki	OC Kids Program: Jonathan	
12.30 PM – 2.00 PM				Salon <i>Social Media for Social Impact: How to get the most out of your online efforts</i> Victoria & Erin
2:00 PM - 2:45 PM			OC Kids Program: Jonathan	
3.00 PM – 5.00 PM	Capacity Building Clinic <i>Tell your story in more ways than one: Develop Your Organization's Core Messages to Stand Out in the World</i> Ellen 3:00 – 5.30	Capacity Building Clinic <i>Learn the 3 Essential Elements of a Highly Effective Digital Strategy</i> Victoria	Capacity Building Clinic <i>Developing a Social Media Plan of Action: Engagement, Content Creation, Analytics and More</i> Erin	Capacity Building Clinic Sometimes You Need an Expert. . . Come Talk to the Boehm Media Fellows! 3pm: Erin, Mwihaki, Neetal, Jonathan, James 4pm: Victoria, Larisa, Babita, Ellen
5.15 PM – 6.15 PM	Happy Hour with Media Experts All Fellows 5.30 – 6.30	Mini Clinic <i>No one tells the whole story: Learn how to hold the media accountable and better represent yourself and your organization</i> Jonathan	Mini Clinic <i>Photography 101: Learn how to tell the bigger picture</i> Babita	
7.00 PM – 8.30 PM	Salon <i>Plan Your Media Strategy: Determine the most critical OC media sessions for you</i> James			

SESSION Descriptions

MEDIA CAPACITY BUILDING CLINICS

MONDAY

Tell Your Story in More Ways than One: Develop Your Organization's Core Messages to Stand Out in the World

Lead: Ellen Wilson

In a world of 24/7 communication, is anyone hearing your message about who you are, what you do and why it matters? How can you stand out compared to the thousands of messages flying around? How will your work – your stories and messages – move others to action? There is a method to the madness when it comes to effective storytelling and it begins with creating a set of memorable core messages. Like most everything in communications, understanding your audience is key. In this session, you will walk away with the beginning set of core memorable messages to tell the stories that best represent your organization or issue. These messages will become among the most important tools you have with you as you make change in the world.

Intended for: All delegates

TUESDAY

Learn the 3 Essential Elements of a Highly Effective Digital Strategy

Lead: Victoria Fine

Have you struggled with building an online audience who is passionate about what you do or who fervently supports your organization? Join us as we use leading industry knowledge, algorithmic hacks and research to refine three basic skills of successful digital marketing: defining your perfect audience, finding exactly where they “live” online and converting them from passive observers to strong supporters.

Intended for: Anyone who represents an organization or community who wants to have a better online presence

WEDNESDAY

Developing a Social Media Plan of Action: Engagement, Content Creation, Analytics and More

Lead: Erin Niimi Longhurst

This session will help organisations harness the power of social media as a tool to drive impact and meet your goals. In this session, you will learn how to get your stories in front of the right people at the right time. We will outline the ways in which you can take your supporters - both new and existing - on meaningful and outcomes-oriented journeys with you. You will leave the session with best practice tips around engaging your audience, how to establish effective content creation processes, and how to measure the success of the content you share online. Featuring case studies from the nonprofit sector, participants will develop a social media strategy framework that they will develop in groups. This workshop is ideal for those managing, or thinking of growing, social media teams but

all are welcome and will benefit. Participants are encouraged to also attend the session on Building your Audience on Tuesday from 3-5.

Intended for: Anyone who represents an organization or community who wants to have a better online presence

THURSDAY

Sometimes You Need an Expert...Come Talk to the Boehm Media Fellows!

Lead: All Boehm Media Fellows

Missed a Boehm Media session? Want to learn more? Media experts — journalists, social media, PR, digital strategists, podcasters, photographers — will be sitting poolside ready to help you with any issue you have. Ask a question, discuss issues, brainstorm ideas or get tips on your storytelling projects. Pop over anytime! We'll be at the creperia at the main pool.

Intended for: All delegates

MINI CLINICS

TUESDAY

Crafting Your Story: Insights to Building Meaningful Relationships with Funders

Lead: Mwihaki Muraguri

Too often, the seemingly perfect funder isn't getting back to you, and you can't find a way to connect. You meet all their criteria, you think their strategy and interests are aligned to yours so what gives? This session is designed to help practitioners think creatively across multiple stakeholder perspectives about how to craft the story of their work when engaging with funders. We will also explore stumbling blocks in your story that serve as a point of disconnection between you and potential partners. You will leave the session knowing how to build a sharp story that lays the groundwork for a great funder relationship.

Intended for: All practitioners

No one tells the whole story: Learn how to hold the media accountable and better represent yourself and your organization

Lead: Jonathan

Our society and culture – even our perception of reality – is shaped by the information and images we receive via the media and yet many hope the media will be an accurate reflection of what is happening in our society. Some of us want our messages, or that of our organization's, to be better represented. Others feel generally underrepresented and bombarded by fake news or other messages that require a trained eye. This session sets out some key principles and insights into Media (De)construction for individuals, organizations and parents to better be able to not only to critically consume but also create our messages that we want to be represented in the media. By understanding the ecosystem of the media, you will begin to deconstruct the media, learn to advocate for your ideas and communicate ethically and effectively across stakeholders. The following are guiding questions for the session:

- * What ideas are you/your organization promoting?
- * What part of your (organization's) story is not being told?
- * How can you Deconstruct the media or read between the lines?"
- * How are you constructing your own stories?

Intended for: All delegates especially parents and practitioners

WEDNESDAY

Photography 101: Learn how to tell the bigger picture

Lead: Babita Patel

Photos can be a powerful visual representation of your organization's vision & impact. Have you wondered how to photograph your work in unique & interesting ways? Whether you're the one clicking the button, want to guide the one who does or are about to launch your first photo campaign, this session will give you hands on tips to take your photo skills to the next level so you can tell a more meaningful story with powerful visuals. Come learn how to frame a portrait, discover where to find a better story & how to photograph someone showing their dignity. And maybe even make your social media pages look better!

Note: Bring your camera or camera phone so you can practice what you learn!

Intended for: All delegates

MEDIA SALONS

MONDAY DINNER

Plan Your Media Strategy: Determine the Most Critical OC Media Sessions for You

Lead: James Duft

Having clear goals doesn't come easy, especially working within ecosystems of change and complex social issues that involve a variety of stakeholders, beneficiaries, target audiences etc. What far too many organizations skip is the process of aligning their goals to a communications plan that allows them to use the media as a tool to increase their impact. When you know how to design a plan to support your ultimate goals, you won't get overwhelmed with information. In this Salon we'll talk about your goals and how to align them to a communications plan so that you have up to date techniques to bring your goals to life. We'll also talk about which skills and content you fundamentally need to move forward with your goals by identifying which OC media sessions are most relevant to you. Make the most of your time at OC!

Intended for: All delegates

THURSDAY LUNCH

Social Media for Social Impact: How to get the most out of your online efforts

Lead: Victoria Fine & Erin Niimi Longhurst

Social media is a powerful tool: It can connect you to your most passionate supporters and collaborators, further your cause financially and build awareness about your brand and mission. Bring your challenges and questions to an expert-led social media salon, where we'll steer you toward social success with the latest best practices, help you overcome struggles and introduce you to new ways to leverage social platforms to reach your organizational/company goals.

Intended for: Anyone who represents an organization or community who wants to have a better online presence

Meet the Media Fellows / Media office hours

MONDAY

Happy Hour with Media Experts

Come learn about the work of the Boehm Media Fellows and how they can help you. Sometimes you know what you don't know, but so often you don't know what you need to know -- this is your chance to pick the brains of media experts and identify your growing edge. You can ask a question, brainstorm some ideas, get tips on anything from pitching to storytelling. Journalists, social media, PR, digital strategists, podcasters & photographers are all ready to help you. Pop by anytime — while you're on the way to the pool, the beach or the bar!

MEDIA Breakfast

TUESDAY 7:30-8:45

Plan Your Media Strategy: Determine the Most Critical OC Media Sessions for You

Lead: James Duft

Having clear goals doesn't come easy, especially working within ecosystems of change and complex social issues that involve a variety of stakeholders, beneficiaries, target audiences etc. What far too many organizations skip is the process of aligning their goals to a communications plan that allows them to use the media as a tool to increase their impact. When you know how to design a plan to support your ultimate goals, you won't get overwhelmed with information. During this breakfast we'll talk about your goals and how to align them to a communications plan so that you have up to date techniques to bring your goals to life. We'll also talk about which skills and content you fundamentally need to move forward with your goals by identifying which OC media sessions are most relevant to you. Make the most of your time at OC!

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