

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

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| 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, 4 th 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 |