



Surround Sound Training Session Agenda

- 9:30-10:00** **Welcome, Introductions and the Surround Sound Challenge**
- Surround Sound Messages and Concept
 - Introductions and Sharing Stories About Your Market
- 10:00-10:45** **Why Surround Sound Works**
- Putting the Plan to Work
 - Community Marketing Philosophy
- 10:45-11:15** **Telling Your Story**
- Fine-tune Your Messages
 - Exercise – Creating Messages for Your Market
- 11:15-11:25** **Break**
- 11:25-Noon** **Building Your Own Surround Sound Program**
- Engaging Community Networks
 - The Power of Word of Mouth
 - Social Media and Blogging
- Noon-12:15** **Working Lunch Break**
- 12:15-1:00** **Working With the Media (over lunch)**
- Why Work With the Media
 - Reaching Out to the Local Media – direct and indirect engagement
 - Dispelling Media Myths
 - Assuring Your Story is Told
- 1:00-2:15** **Media Interview Practice**
- Anticipating Questions
 - Assuring Your Story is Told
 - Role playing and Q/A
- 2:15-2:25** **Break**
- 2:25-3:10** **Media Interview Practice and Role Play Continues**
- 3:10-3:20** **Surround Sound Resources**
- The Toolkit and Web Site
 - Messages/Talking Points and Reference Materials
- 3:20-3:30PM** **Discussion and Wrap-up**
- Answer Questions
 - Discuss the Highlights of the Day's Training