



## Make It Matter: Storytelling in a Hyper-connected, Attention-deficient, Media-saturated World

Half-Day Pre-Conference Session

Saturday, March 6, 2010, 1:00 - 4:00 PM\*

Renaissance Washington DC Hotel

\* Presenters will be available to provide hands-on individual help from 4:00-5:00pm.

Presented by: Sharon Parry (President, Real Work Force Solutions), Kristin Wolff and Melodee Hagensen (Corporation for a Skilled Workforce)

Stories matter. They help us understand the world around us, learn from each other, and compel us to take action. While this has always been true, the environment in which we tell stories has radically changed.

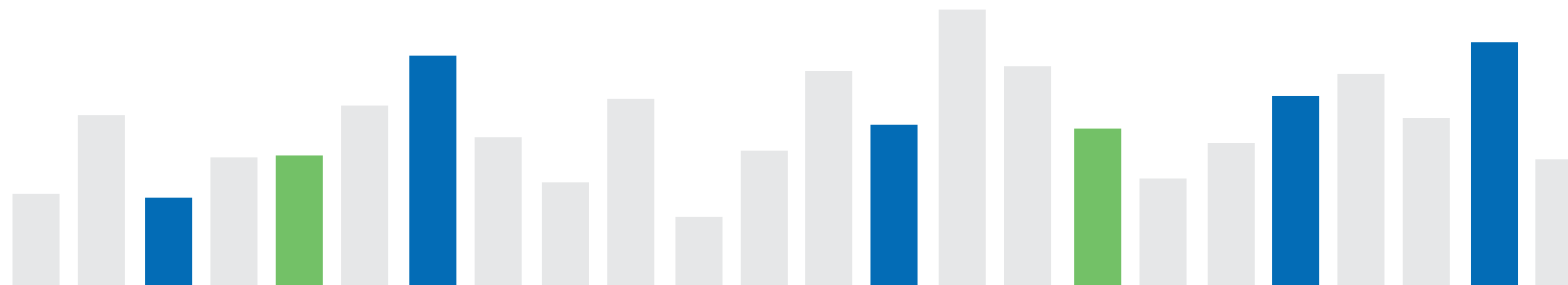
Resources are scarce. Policy issues are complex. People are connected, but do not belong to one tribe. And the tools we use to communicate are multiplying, mixing, and shifting the balance of power in unpredictable ways.

Our storytelling efforts need to catch up, so we can effectively advocate, engage, and inspire positive change. Make It Matter will help you learn strategies for succeeding on all three levels.



- Effective advocacy. Sharon Parry (Real Work Force Solutions) will help you understand the advocacy process – what it takes to consistently, effectively, and confidently communicate your interests to your elected officials and other key decision-makers – and develop a plan for taking your next step.
- Joining the Media. Kristin Wolff and Melodee Hagensen (Corporation for a Skilled Workforce) will unpack the new media ecosystem by providing a framework for understanding why and how it can be an essential part of your storytelling efforts. Hands-on demonstrations and next-step take-aways included.

Participants should be familiar with advocacy work, and have some understanding of social media but need not be experienced users.



## About the Presenters

- Sharon Parry (President, Real Work Force Solutions) brings a decade's worth of experience in workforce development, and keen insight into effective political and legislative advocacy.
- Kristin Wolff and Melodee Hagensen (CSW, Community Initiatives) partner with communities on large-scale change efforts, connecting key stakeholders through social networks and supporting collaboration through social media and shared technology platforms.

## Who Should Attend?

- Local and State Workforce Board Members
- State Administrators
- Workforce Associations
- One-Stop Managers and Contractors
- WIB Staff and Executive Directors
- One-Stop Staff
- Community Colleges & Technical Schools

## Registration Fee:

\$110 NAWB Members

\$165 Non members