

AGENDA Day 1 - Thursday 8am-5pm

8 AM - WELCOME

- Housekeeping (review agenda)
- Introductions
- Clubs/Districts/Zones/Region
- Our Team
- Intentions

8:40 Public Image is Everything

- **EVERYONE** has a PI ROLE!
- **The Secret Sauce**

9:00 THE WHY

9:30 BRANDING Your Club & INVITING your community

- **Center of Service of your COMMUNITY**
- **"JOIN US"**

9:45 - Masterminding Discussion

BREAK 10-10:15 am

10:15 Roadmap & Action Plans - ARPIC's

Kyle Haugen

10:35 RI TOOLS

- **People of Action**
- **Brand Center**
- **Learning Center**
- **Service Project Center**

11 AM Building PI Teams -

- **PI Chair - Job Description**
- **Team Roles**

11:20 Masterminding Discussion

LUNCH 11:45 - 1 pm

1pm - Zone TOOLS & RESOURCES

- **New Year Checklist / Rotary Talking Points**
- **Pre-Event Checklist**
- **Social Media Guidelines**
- **CANVA Tool Kit & Templates**
- **LOGOS - Do's and Don't's**
- **People of Action**
- **Media Resources**
- **Brand Center**

2:10-2:20 Special Guest & 2:20-2:30 Special Guest

2:30 - Masterminding Discussion

BREAK 3 - 3:15 pm

3:15-3:35 Special Guest

3:35 PM District and Club Audit Tools

4 PM Masterminding Debrief

- **Staying Connected**
- **Next Best Steps**

5 pm End

AGENDA Day 2 - Friday 8:15-11:30am

8:15 AM WELCOME

- Housekeeping (review agenda)
- Debrief & Recap Day 1
- Intentions

8:35 AM Social Media

- #’s and @’s
- Why and How
- The Art of Posting
- Get More Engagement

9:00 - Mastermind Discussion

9:20 AM - EVENTS & MEDIA INTRO

- PRESS RELEASE

BREAK 9:45 - 10am

10 AM EVENTS & MEDIA Continued

- PRE-EVENT
- Day of EVENT
- POST-EVENT

11 AM Masterminding Discussion

- Staying Connected
- Next Best Steps

11:30 END FOR DAY!