



## **DEVELOPING AN EXECUTIVE COMMUNICATION STRATEGY**

Communicating Effectively Inside and Outside the Organization

The Charles Hotel, Harvard Square, Cambridge, Massachusetts

### **SAMPLE PROGRAM AGENDA**

#### **Day 1**

#### **Crafting A Communication Strategy**

7:30 a.m. - 8:30 a.m.

*Registration and Continental Breakfast*

8:30 a.m. - 9:00 a.m.

**Introduction**

9:00 a.m. - 12:00 p.m.

**Leadership, Science and The Human Connection: Setting the Stage for Effective Communication**

12:00 p.m. - 1:00 p.m.

*Luncheon*

1:00 p.m. - 4:30 p.m.

**Creating and Implementing a Leadership Communication Strategy: Matching the Message to the Audience**

4:30 p.m. - 5:30 p.m.

*Reception*

#### **Day 2**

#### **Delivering the Message**

7:45 a.m. - 8:30 a.m.

*Continental Breakfast*

8:30 a.m. - 12:00 p.m.

**One-on-One: Leading With Strategic Conversation**

12:00 p.m. - 1:00 p.m.

*Luncheon*

1:00 p.m. - 4:00 p.m.

**Mastering the Art of Strategic Presentations: Assessing and Improving Your Presentation Style**

4:00 p.m.

*Adjournment*