



# DEVELOPING PRESIDENTIAL VOICE: TOOLKIT FOR MARKETING AND COMMUNICATIONS

Friday, September 22, 2017

1:00 - 2:15 p.m. EDT

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*Better position your president for thought leadership and communications success.*  
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## OVERVIEW

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As the chief spokesperson and representative for an institution, the president is the most powerful communicator and advocate that a college or university has. Presidents must maintain an appropriate and consistent voice in communications with all constituents—a voice that is both authentic and representative of the institutional brand. But with so many channels, audiences, and ever-changing external circumstances to weigh, developing and maintaining that presidential voice is extremely difficult.

Join us for this webcast that has been specifically designed for higher ed marketing, communications, and/or public affairs professionals who are looking to partner with their president to develop and refine presidential voice. We will review a variety of practical examples of how other institutions have done this successfully, and will offer 5 key action steps (accompanied by practical tools) to help you make strides in this area on your campus.

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[www.academicimpressions.com/webcast/developing-presidential-voice-toolkit-marketing-and-communications](http://www.academicimpressions.com/webcast/developing-presidential-voice-toolkit-marketing-and-communications)



## LEAVE WITH A TOOLKIT

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You will leave the webcast equipped with a collection of templates and resources that you can use to build your own toolkit for use in developing and refining presidential voice and communications strategy at your institution.

## WHO SHOULD ATTEND

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This webcast has been designed for marketing, communications, and public affairs/relations professionals in higher education. For maximum impact, we recommend attending the webcast with your president, and using the program as a foundation for your own efforts.

## LEARNING OUTCOME

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After participating in this online training, you will be able to apply five action steps to develop a stronger and more consistent voice for your president across communication channels.

## CONTACT US FOR MORE INFORMATION

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Contact Sarah Seigle, Program Manager at [Sarah@academicimpressions.com](mailto:Sarah@academicimpressions.com) or 720-988-1216 if you'd like additional information about the program.



## AGENDA

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We will walk you through five action steps to help you develop or refine presidential voice on your campus. Each action step will be accompanied by real world examples and practical tools to help you move forward and apply what you are learning:

- ➔ **Step 1: Gain buy-in and forge a communications partnership with your president**
  - How should you approach this conversation with your president?
- ➔ **Step 2: Assess your president's current/existing voice**
  - To what extent is your president's voice consistent, clear, and "presidential?"
  - Does your president's current voice balance authenticity and personal brand with the institutional brand?
- ➔ **Step 3: Prioritize communication channels**
  - Which channels should your president prioritize for communication with which audiences?
- ➔ **Step 4: Identify topical parameters**
  - What subjects should the president discuss with various audiences? Which topics are off-limits, or should be handled differently/carefully?
- ➔ **Step 5: Develop an editorial calendar**
  - How can you develop an editorial calendar to proactively ensure that there is consistency across channels?



## INSTRUCTORS

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### **Binti Harvey, Vice President of Marketing and Communications, Scripps College**

Binti Harvey brings 20 years of experience in journalism, strategic communications, branding, public affairs, and organizational development to her role as vice president of marketing and communications at Scripps College, a prestigious women's and liberal arts institution and a member of the Claremont Colleges. Ms. Harvey is responsible for stewarding Scripps' brand and increasing its visibility through strategies that incorporate marketing campaign development and execution, executive communications, public relations, and public programs. Prior to Scripps, she led the design and implementation of institutional branding and fundraising marketing strategies for the California Institute of Technology.

Ms. Harvey's career encompasses more than a decade of legislative affairs, public relations, and community engagement experience in political and governmental organizations. As a political aide, Ms. Harvey led advocacy and strategic communications initiatives for the Mayor of Los Angeles and the Superintendents of the Los Angeles and Pasadena Unified School Districts. She began her career in journalism as a business reporter for CBS MarketWatch.

### **Teresa Valerio Parrot, Founder and Principal, TVP Communications**

Teresa Valerio Parrot serves as founder and principal of TVP Communications. Valerio Parrot brings her expertise in higher education media, crisis communications, marketing and administration to provide data-driven strategy and counsel to the agency's higher education clients. Previously, she served as Senior Vice President for Widmeyer Communications' higher education practice and Vice President of Media Relations and Crisis Communications for SimpsonScarborough, a higher education consulting firm. Valerio Parrot counts almost 10 years of experience with the University of Colorado System, including an officer-level appointment as Assistant Secretary of the University.

Valerio Parrot earned bachelor and master's degrees from the University of Colorado. She can be reached at [teresa@tvpcommunications.com](mailto:teresa@tvpcommunications.com).



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## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + Digital Recording	Live Webcast (Additional connection \$195 each)	Digital Recording	Get this Webcast FREE with your AI Pro membership  <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before September 15, 2017. After September 15, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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