

DEVELOPING PRESIDENTIAL VOICE: STRATEGIES AND BEST PRACTICES

September 26 - 27, 2019 | New Orleans, LA



Your president is your institution's most powerful communicator — join us and ensure that this voice is both consistent and authentic.

As the chief spokesperson and representative for an institution, the president is the most powerful communicator and advocate for a college or university. 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.

This hands-on program has been designed for institutional teams who are looking to partner with their president to develop and refine presidential voice. You will review a variety of practical examples of how other institutions have done this successfully, work with a team of expert instructors to identify opportunities to strengthen presidential voice at your individual institution and leave with a toolkit of strategies, templates, and resources for use in developing and refining how you approach presidential voice and communications at your institution.

WHO SHOULD ATTEND

This program has been specifically designed for institutional teams (including: marketing, communications, and/or public affairs professionals, Chiefs of Staff, and Presidents) who are looking to partner with their leadership to develop and refine presidential voice.

AGENDA

Day 1 | September 26, 2019

Registration and Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Introductions

9:00 - 9:15 a.m.

Setting the Stage: Presidential Voice State of Affairs (All Faculty Participate)

9:15 - 10:15 a.m.

What does Presidential Voice mean to you? Presidential Voice varies greatly by institution and the unique personality of its president. During our opening session, our expert instructors will set the stage for our time together by each providing thoughts on what Presidential Voice means to them. Participants will complete an activity to help define the current voice of their institution's president and to craft an aspirational vision of what they would like it to be. You will also set your goals for this conference.

AM Break

10:15 - 10:30 a.m.

Your Role in Shaping Presidential Voice

10:30 - 11:30 a.m.

It is critical that you gain buy-in and forge a communications partnership with your president. However, access to the president varies greatly depending on your role in the organization and institutional reporting structure. This session will allow you to take a closer look at where you stand with your president with your current president and the challenges you face moving forward; it will also provide strategies to help you capitalize on opportunities to strengthen your relationship and collaborate to develop a strong presidential voice for your institution.

The Pros and Cons of Presidential Social Media

11:30 a.m. - 12:30 p.m.

Social media strategy should be tailored to your president and must align with their personality and your institutional needs. Is your president's personality and desire to engage in that medium? Does your team have the capacity to manage a social media presence? Explore different models for handling presidential social media and identify what would work best for your campus.

Lunch (included in registration fee)

12:30 - 1:30 p.m.

Interactive Session: Assessing your Current Presidential Voice

1:30 - 2:45 p.m.

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? Participants will be asked to bring samples of their own presidential communications in a variety of mediums (speeches, emails, social media, video, ect.) to use while assessing their president's existing voice.

PM Break

2:45 - 3:00 p.m.

AGENDA

Day 1 (CONTINUED)

Presidential Social Media Branding Strategy

3:00 – 4:00 p.m.

Once you determine whether you will be moving forward with using social media for your president, it is critical to determine your plan of action. Putting a strategy down on paper, following it, measuring it, and tweaking it along the way can be difficult. This session will outline how one institution successfully built out their social media branding strategy provide key considerations as you begin this work within your unique institutional context.

Thought Leadership and Presidential Voice

4:00 – 4:45 p.m.

Do all presidents need to be thought leaders? Our experts will provide an overview of what it means to be a thought leader, strategies to help elevate your president into this space, and tools to help you decide if this should be a priority for your president.

Networking Reception (included in registration fee)

4:45 – 5:45 p.m.

Day 2 | September 27, 2019

Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Building your Strategy and Prioritizing Communication Channels (includes working time)

9:00 – 10:30 a.m.

Which channels should your president prioritize for communication with which audiences? What subjects should the president discuss with various audiences? Which topics are off-limits, or should be handled differently? It is critical to have a firm understanding of your institution's strategic goals and a sense of your president's communication style and strive to find the intersection of presidential voice and institutional voice in order to amplify the institutional brand and goals through the president's unique style.

AM Break

10:30 – 10:45 a.m.

The Tough Stuff: Political Turmoil and Crises Communication

10:45 a.m. – 12:00 p.m.

Presidents are being asked to comment on hot-button topics and political issues more than ever before. When it comes to sensitive topics what presidents say – or don't say – can cast a spotlight on the institution. This session will help you prepare for the unexpected.

Lunch (included in registration fee)

12:00 – 1:00 p.m.

AGENDA

Day 2 (CONTINUED)

Calendar Planning & Measuring Your Success (includes working time)

1:00 - 2:30 p.m.

Once you have a firm grasp on your institutional needs, the personality and goals of your president, and your overarching communications strategy, the true planning can begin. Developing an editorial calendar is critical to ensure consistency across channels and to help your team understand where you are investing your capital. Creating metrics will allow you to evaluate and quantify your presidential strategy along the way.

The Return to Campus and Turning Plans into Action

2:30 - 3:30 p.m.

Our final session will allow you to reflect on the key takeaways of the conference and finalize your action plan for your return to campus.

Evaluations and Conference Wrap-Up

3:30 - 3:45 p.m.

INSTRUCTORS

Louise Coburn

Social Media Strategist, Office of Communications, University of New England

Louise Coburn, who has served as the social media strategist for the University of New England for over five years, oversees the strategic direction of UNE President James Herbert's brand across social media, such as Twitter, Facebook, and Instagram. Her responsibilities include managing the President's multiple content channels and ensuring that his messaging supports the University's strategic direction while continuing to be an authentic representation of the President's ideas and personality.

Binti Harvey

Vice President for External Relations and Institutional Advancement

Ms. 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. She 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, she 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 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. She 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.

ACADEMIC IMPRESSIONS STAFF

Kate Poisson

Program Manager, Academic Impressions

Kate is an enthusiastic, adaptable educator with experience in advising, training, facilitation, and planning programs in university settings. An alumnus of both the Fulbright Program and the University of Michigan's Center for the Study of Higher and Postsecondary Education (CSHPE), her passion for higher education, lifelong learning, and relationship building has enabled her to create engaging educational experiences for learners, both domestically and abroad.

Prior to becoming a Program Manager with Academic Impressions, Kate had worked in the realms of Student Affairs and International Education at the University of Michigan, the University of Montenegro, and the University of North Carolina at Charlotte. She is thrilled to work with AI to serve the higher ed industry in innovative and exciting ways. When she isn't planning programs around Enrollment Management, you can typically find her hiking, writing, connecting with friends and family, playing volleyball, starring in Montenegrin wine commercials, and exploring the world.

LOCATION

September 26 - 27, 2019 | New Orleans, LA

Hotel:

Hyatt Regency New Orleans
601 Loyola Avenue
New Orleans, LA 70113
504.561.1234

Room rate:

\$189 + tax

Room block dates:

The nights of September 25 and 26, 2019.

Room block cutoff date:

August 26, 2019.

Reserve Your Room: Please call 504.561.1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues