

**Thursday, February 23, 2017**

<b>TIME</b>	<b>SESSION TOPIC</b>	<b>KEY DISCUSSION POINTS</b>	<b>PRESENTER</b>
6:00-6:15 PM	Registration and Introduction	<ul style="list-style-type: none"> <li>• Leadership Institute 101</li> <li>• Program Overview</li> </ul>	Robert Arnakis <i>Senior Director of Domestic and International Programs</i> <b>The Leadership Institute</b>
6:15-7:00 PM	Understanding the "System"	<ul style="list-style-type: none"> <li>• Legislation Overview</li> <li>• Relationship Building</li> <li>• Defining Priorities</li> </ul>	Robert Arnakis
7:00-7:45 PM	Messaging and the Media	<ul style="list-style-type: none"> <li>• Values and Messaging</li> <li>• Public Relations</li> <li>• Understanding the Media</li> </ul>	Italo Antoniotti <i>Director of Institutional Relations</i> Guatemalan Coffee Growers Assoc.
7:45-8:15 PM	Coalition Building	<ul style="list-style-type: none"> <li>• Identifying Stakeholders</li> <li>• Securing Stakeholders Support</li> <li>• Neutralizing Opposition</li> </ul>	Italo Antoniotti
8:15-9:00 PM	Grassroots Lobbying and Expectation Management	<ul style="list-style-type: none"> <li>• Inside vs. Outside Game</li> <li>• Securing Commitments</li> <li>• Long Term vs. Short Term Victories</li> </ul>	Robert Arnakis
<b>9:00PM</b>	<b>ADJOURNMENT</b>		