

PROGRAM SPONSORS:



## Day Four– Media and Marketing – March 10, 2021

Via Zoom Business Attire

**Pre-Work – Media Panel Videos and Debbie Fay Presentation**

[https://youtube.com/playlist?list=PLgVzUPT52xs0e60LcG1rVSETjq\\_SUj7ur](https://youtube.com/playlist?list=PLgVzUPT52xs0e60LcG1rVSETjq_SUj7ur)

Submission of questions from pre-work due to Courtney by Monday, March 8<sup>th</sup>.

8:00 – 8:10 AM	<b>Welcome and Introduction to the Day</b> <b>Class Day Sponsor – Ion Bank</b> 
8:10 – 8:50 AM	<b>Developing Your Message &amp; Creating Your Brand</b> <b>Professor Art Mollengarden, Malcolm Baldrige School of Business, Post University</b>
8:50 – 9:00 AM	<b>Q &amp; A</b>
9:00– 9:10 AM	<b>Break</b>
9:10 – 9:50 AM	<b>Master Your Media Panel</b> <b>Utilizing Different Channels to Get Your Message Out</b> <b>Featuring</b> Tom Chute, WATR Michelle Ryan and Janet Robinson, FOX61 Anne Karolyi, Editor, Republican-American Ruan Marino, CEO/Owner, Develomark
9:50 – 10:00 AM	<b>Break</b>
10:00 – 10:45 AM	<b>Trust, Transparency &amp; Communication in Times of Great Change</b> <b>presented by Brian Flaherty, Sullivan &amp; LeShane Public Relations</b>
10:45 – 10:55 AM	<b>Break</b>
10:55– 11:50 AM	<b>Project Lab Presentation – Developing A Marketing Plan</b>
11:50 AM – 12 PM	<b>Class Day Wrap Up – Courtney Ligi</b>
<b>Next Class Day – March 24, 2021 – 8 AM</b>	