



JANUARY 25, 2019
LAND TRUST ROUNDTABLE

Communications and Messaging Framework

BREIF DESCRIPTION:

This Roundtable will feature a training session from Spitfire Strategies, a national communications company contracted by the Conservation Partnership and working with nonprofits and foundations, on the newly develop communications and messaging framework. This framework is intended to unify messaging about the values of land conservation for all partners while allowing for tailored messaging for various stakeholders around the Bay Region.

AGENDA:

10:00am Welcome and meeting overview

Michelle Grafton and John Griffin will welcome you, set the stage and provide an overview of the meeting's agenda.

10:10am Our approach: research and findings

Liv Kittel will provide a brief overview of the work that Spitfire and Chesapeake Conservation Partnership have conducted thus far. We'll discuss Spitfire's research approach and findings particularly focusing on how the findings shape the overarching narrative.

10:30am Narrative

Liv Kittel will share the draft overarching narrative intended to unite land conservation efforts in the Chesapeake Bay watershed. We'll also share examples of how partnership members may bring the narrative to life in their own work.

11:00am Tailored message training

Beth Kanter will demonstrate how the overarching narrative can be tailored to each member's unique communities and needs. This session will include time for participants to workshop their own tailored messages.

12:00pm Lunch

12:45pm Spiel Training

Beth Kanter will demonstrate how the overarching narrative can be incorporated into a verbal spiel, tailored for each member's unique needs. This session will include time for participants to workshop their own spiels.

1:45pm Looking ahead

Beth Kanter will provide an overview of the upcoming support Spitfire will be available to provide as participants begin to use the narrative in their own work. This session will include an overview of the toolkit that Spitfire is creating.

2:00pm End

SPEAKERS:

John Griffin Chesapeake Conservation Partnership - Program Manager
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Beth Kanter Spitfire Strategies - Chief Strategy Officer
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Liv Kittel Spitfire Strategies - Director
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