



## The Business of Saving Lives

### ONE DAY WORKSHOP AGENDA

TIME	SESSION	SPEAKER
8:00 – 8:30am	Registration, networking and light continental breakfast	
8:30-9:30am	<b>Opening remarks.</b> Adapt policies to meet the changing needs of the animals and the community	Mike Arms, President and CEO, Helen Woodward Animal Center
9:30-11:00am	<b>Fundraising.</b> Build donor bases and diversity fundraising strategies by using concrete and proven <i>fundraising methods</i>	Renee Resko, Vice President of Development, Helen Woodward Animal Center
11:00– 11:45am	<b>Social Media Part 1.</b> Engage an online audience through excellent online customer service, helpful to-do's and creative content by using <i>social media best practices</i>	Alexa Munoz Cortez, Social Media Manager, Helen Woodward Animal Center
11:45am-12:45pm	Lunch is served Blue Video and Presentation (15 mins) before lunch is served	One speaker per table – each table identified with the speaker's area of expertise
12:45- 1:30pm	<b>Social Media Part 2.</b> Engage an online audience through excellent online customer service, helpful to-do's and creative content by using <i>social media best practices</i>	Alexa Munoz Cortez, Social Media Manager, Helen Woodward Animal Center
1:30 – 3:00pm	<b>Public Relations.</b> Get media attention with little-to-no-cost by using creative, out-of-the-box <i>public relations techniques</i>	Jessica Gercke, PR and Communications Director, Helen Woodward Animal Center
3:00 – 3:30pm	Panel and Q&A	Mike Arms, Renee Resko, Alexa Munoz Cortez, Jessica Gercke