CONFERENCE SCHEDULE

SPEAKERS

**KEYNOTE**
- James Tyger; Director of Campus Engagement

**DEEP DIVE**
- Dana McPherson; Director of Marketing and Brand Management
- Fairen Horner; Associate Director of Marketing and Communications, Social Media

**INTERACTIVE IDEA**
- P.J. Jones; Inclusion Strategist

SCHEDULE

**9:15 A.M.**
Check in begins - Student Activities & Involvement Portal on Level 3 of the Reitz Union. Light breakfast will be provided.

**10:00 A.M.**
Conference program begins with Keynote Welcome by Dr. James Tyger - Rion Ballroom

**10:20 A.M.**
Deep Dive: Building a Brand with Dana McPherson and Fairen Horner - Rion Ballroom

**11:20 A.M.**
Breakout Session 1 Begins:
 Launch Into Event Planning - Room 3320
 Funding & Finance Panel: Requesting, Using, and Budgeting Your Money - Rion Ballroom
 Get the Word Out: External Relations 101 - Room 3310

**12 P.M.**
Interactive IDEA with P.J. Jones - Rion Ballroom

**1:20 P.M.**
Breakout Session 2 Begins:
 What is Green Dot Gators? - Rion Ballroom
 Hook, Line, and Sinker: Member Recruitment & Retention - Room 3320
 Your Org is Out of this World! Celebrating Orgs with the Involvement Awards - Room 3310

**2 P.M.**
Closing Remarks - Rion Ballroom

**2:30 P.M.**
Bowling and a Bite: Student leader mixer - Game Room

**4:30 P.M.**
Conference concludes