

The New Marketing Communications Director

December 1-4, 2020

Workshop Leader: Penny Abrahams, IAP-L, ISM Consultant

Tuesday, Dec. 1	11:00 – 12:30	Synchronous: Assessing Your Marketing Communications Program
	1:00 – 2:30	Asynchronous work and office hours
	2:30 – 4:00	Synchronous: Your Role as a Marketing Communications Director
	4:00 – 6:00	Asynchronous work and one-on-one sessions
Wednesday, Dec. 2	9:00 – 11:00	Office hours, one-on-one sessions, and asynchronous work
	11:00 – 12:30	Synchronous: Planning, Calendaring, and Budgeting
	1:00 – 2:30	Asynchronous work and office hours
	2:30 – 4:00	Synchronous: Market Position
	4:00 – 6:00	Office hours and one-on-one sessions
Thursday, Dec. 3	9:00 – 11:00	Office hours, one-on-one sessions, and asynchronous work
	11:00 – 12:30	Synchronous: Digital and Inbound Marketing Fundamentals Part I <i>With Clint Losch, ISM Director of Marketing Operations</i>
	1:00 – 2:30	Asynchronous work and office hours
	2:30 – 4:00	Synchronous: Digital and Inbound Marketing Fundamentals Part II <i>With Clint Losch, ISM Director of Marketing Operations</i>
	4:00 – 6:00	Office hours and one-on-one sessions
Friday, Dec. 4	9:00 – 11:00	Office hours, one-on-one sessions, and asynchronous work
	11:00 – 12:30	Synchronous: Media Relations & Crisis Communications <i>With special guest, Tom Abrahams</i>
	1:00 – 2:30	Asynchronous work and office hours
	2:30 – 4:00	Synchronous: A Data-Driven Approach to Measuring School Culture & Constituent Satisfaction
	4:00 – 6:00	Office hours and one-on-one sessions

All times listed are Eastern Time. All synchronous sessions will take place in Zoom (links available through Canvas login).