



Executive Committee Presentation Training Agenda

Objective: Create message consistency while enhancing presenters' skills to project authenticity and confidence

Agenda Timeline

8:30 a.m. – 8:40 a.m.

Welcome, Introductions and Setting the Stage

- **Survey insights:** Building on success of last year!
- **Facilitated instruction:** Interactive discussion on presentation techniques, tailoring the message, and effective Q&A strategies.

8:40 a.m. – 9:30 a.m.

Individual Speech Reflection and Feedback

- Participants will identify a personal story or policy position they use often or want to use and why it works
- Trainer will provide actionable feedback on presentation delivery and messaging

9:30 a.m. – 10:00 a.m.

Mastering Storytelling

- Identifying key messages for impact
- Structuring a compelling presentation
- Using visual aids to support storytelling

10:00 p.m.-10:10 p.m. Break (mail check and restroom)

10:10 a.m. – 10:30 a.m.

Building Community

- Strategies for enhancing your digital presence

10:30 p.m. – 11:10 p.m.

Tailoring the Message: Navigating dual affiliate presentations

- Modifying remarks to reflect audience makeup
- Adapting messages for dual affiliate presentations
- Answering tough questions and navigating opposing views

11:10 a.m. – noon -- Catered lunch break

12:00 – 12:50 pm.

Panel Training—Mock Panel Sessions (4 participants each)

- Topic 1: fraud (~25 minutes)
- Topic 2: stablecoins (~25 minutes)

12:50 – 1:00 p.m.

Recap and Next Steps

- Key takeaways from the training
- Action plan for continued improvement