

## Communication and Persuasion in the Digital Age

Sample Schedule

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### Day 1

9:00 AM - 9:15 AM EDT      **Introduction**  
Edward Schiappa, Ben Shields

9:15 AM - 10:45 AM EDT      **Your Leadership Persona**  
Edward Schiappa

10:45 AM - 11:00 AM EDT      **Break**

11:00 AM - 12:30 PM EDT      **Persuasion Theory & Practice**  
Edward Schiappa

12:30 PM - 1:30 PM EDT      **Break**

1:30 PM - 3:00 PM EDT      **Persuasive Presentations, Live & Online**  
Edward Schiappa

3:00 PM - 3:15 PM EDT      **Break**

3:15 PM - 4:45 PM EDT      **Adapting Your Message**  
Edward Schiappa

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### Day 2

8:30 AM - 10:00 AM EDT      **Active Listening**  
Ben Shields

10:00 AM - 10:15 AM EDT

**Break**

10:15 AM - 12:00 PM EDT

**Crisis Communications in Social Media**

Ben Shields

12:00 PM - 1:00 PM EDT

**Break**

1:00 PM - 2:30 PM EDT

**AI-assisted Communication**

Edward Schiappa

2:30 PM - 2:45 PM EDT

**Break**

2:45 PM - 4:15 PM EDT

**Adapting to the Social Media Environment**

Edward Schiappa, Ben Shields

4:15 PM - 4:30 PM EDT

**Certificates, Program Feedback and Adjournment**

*Schedule subject to change*